



Media Kit 2025

Europe, UK,  
International



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9am-6pm CET

Media Kit 2025

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# ABOUT INOMICS

INOMICS is a leading platform for career and education opportunities in the fields of economics, finance and data science. Its multidisciplinary offer and extensive user base, spanning from bachelor's students to experienced professionals worldwide, ensures recruiters will reach their target audience. Whether for universities, business schools, private companies, central banks or research institutes, INOMICS' expertise in specialist recruitment will help you attract the right talent at both global and local levels. By accompanying users' career development with academic programs, research initiatives and professional roles, as well as career insights and specialist news, we support the growth and development of the global economics community.

## OUR APPROACH

### FOR STUDENTS, RESEARCHERS & ACADEMICS

We are committed to empowering informed career decisions. Our platform provides a comprehensive job board, study catalog, conference listings, publications, and expert advice, along with dedicated "Teach & Learn" sections—all designed to support the academic and professional growth of our users.

### FOR INSTITUTIONS & COMPANIES

We help attract top talent by connecting you with the right candidates. Beyond recruitment, we enhance institutional profiles and strengthen reputations within a global community, of economics, finance and data science professionals. We ensure visibility among a highly relevant and expert audience.





## WHY WE ARE DIFFERENT

### **Reach your audience - economics, finance, data science**

Use our powerful targeting options to reach the most relevant segment of our specialised economics audience

### **Multi-channel approach optimised towards conversions**

Online announcements, social media and email promotion, content marketing and more

### **Geo-Targeting**

Optimise your budget by reaching candidates matching your priority locations

### **Customised, easy and effective campaigns**

Hassle free booking process, personalised assistance and easy renewal for less administrative work

### **Personal consultation to optimise your ROI**

Regular customers benefit from a dedicated account manager to help analyse and optimise your campaigns, whether for traffic to your website, leads or enrollments

### **Advanced performance stats**

Customised analytics reports after your campaign



# AUDIENCE OVERVIEW

## INOMICS IN NUMBERS

Economics  
Data Science  
Finance

Industry Jobs  
Academic Jobs, incl.:

- Professors
- Lecturers
- PostDoc
- Graduate
- PhD Researchers

Professional Training  
Workshops  
Conferences  
Supplementary Courses  
Master's Programs  
PhD Programs  
Research Funding



Reach **1 million+** students, academics, researchers and professionals\*



**70,000+** Targeted email alerts sent each week



**100,000+** Organic social media reach



Specialist audience from **150+** countries



**700+** career and study advice articles

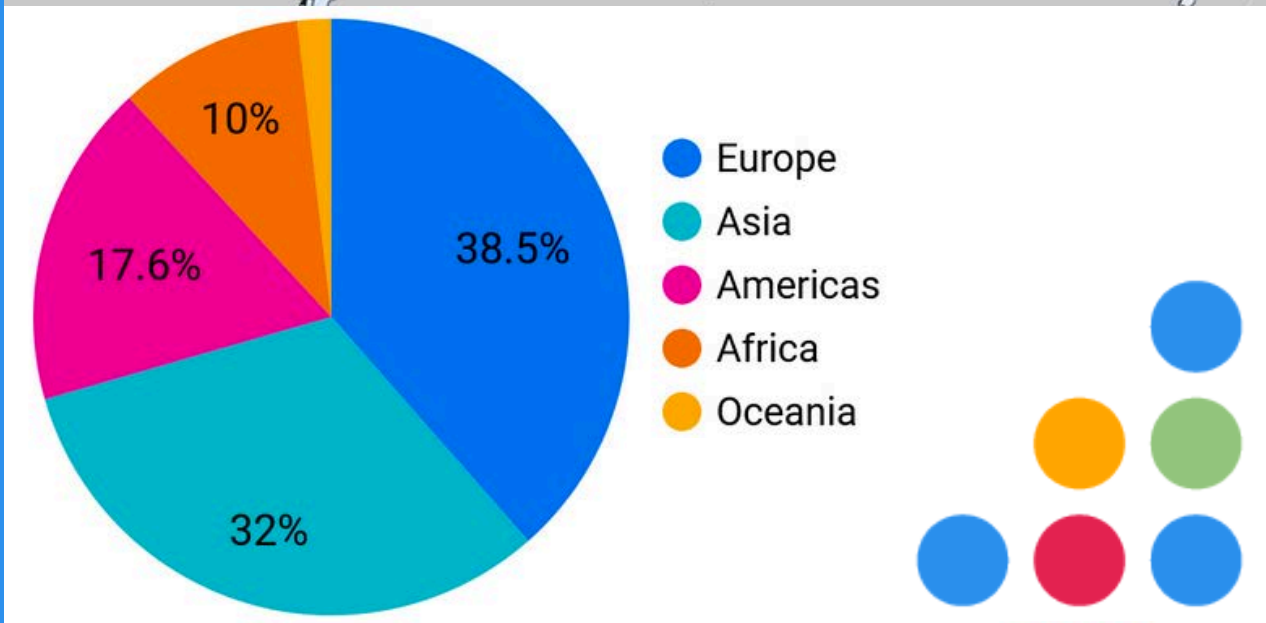
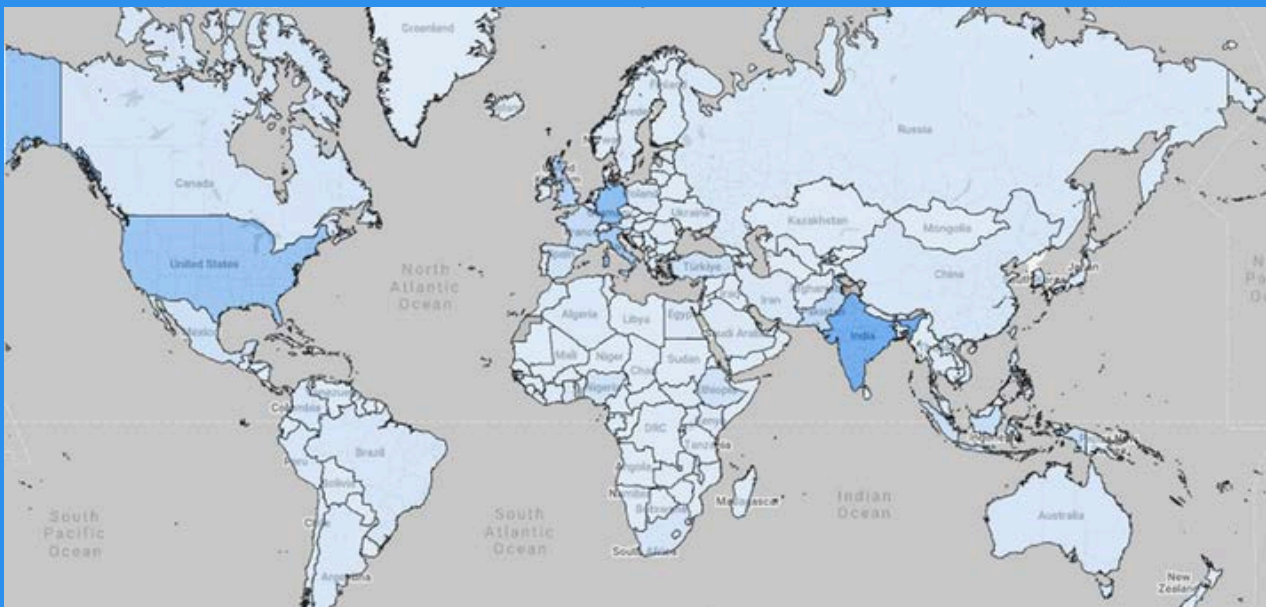


\*Over 1m users visit the INOMICS website every year

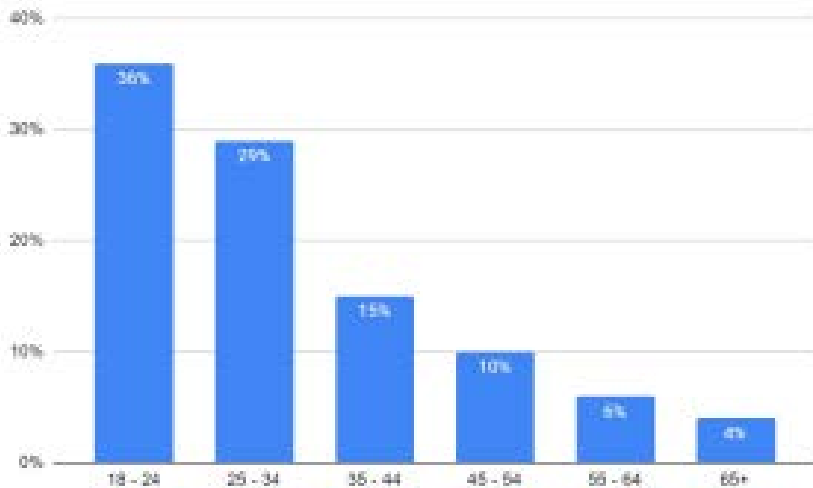
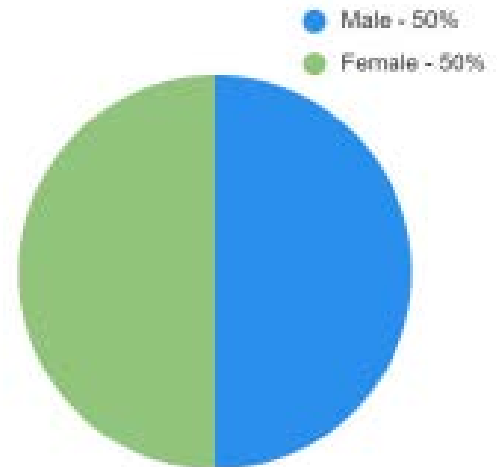
## WORLDWIDE AUDIENCE DETAIL

Recruit from around the world with INOMICS. Publish your jobs, conferences or study programs with us and reach an international audience of students and professionals in economics, finance and data science

**We have a worldwide community with users from over 150+ countries**



## WORLDWIDE AUDIENCE PROFILE

Distribution of INOMICS Users  
by AgeDistribution of INOMICS Users  
by Gender

## User Distribution by Category

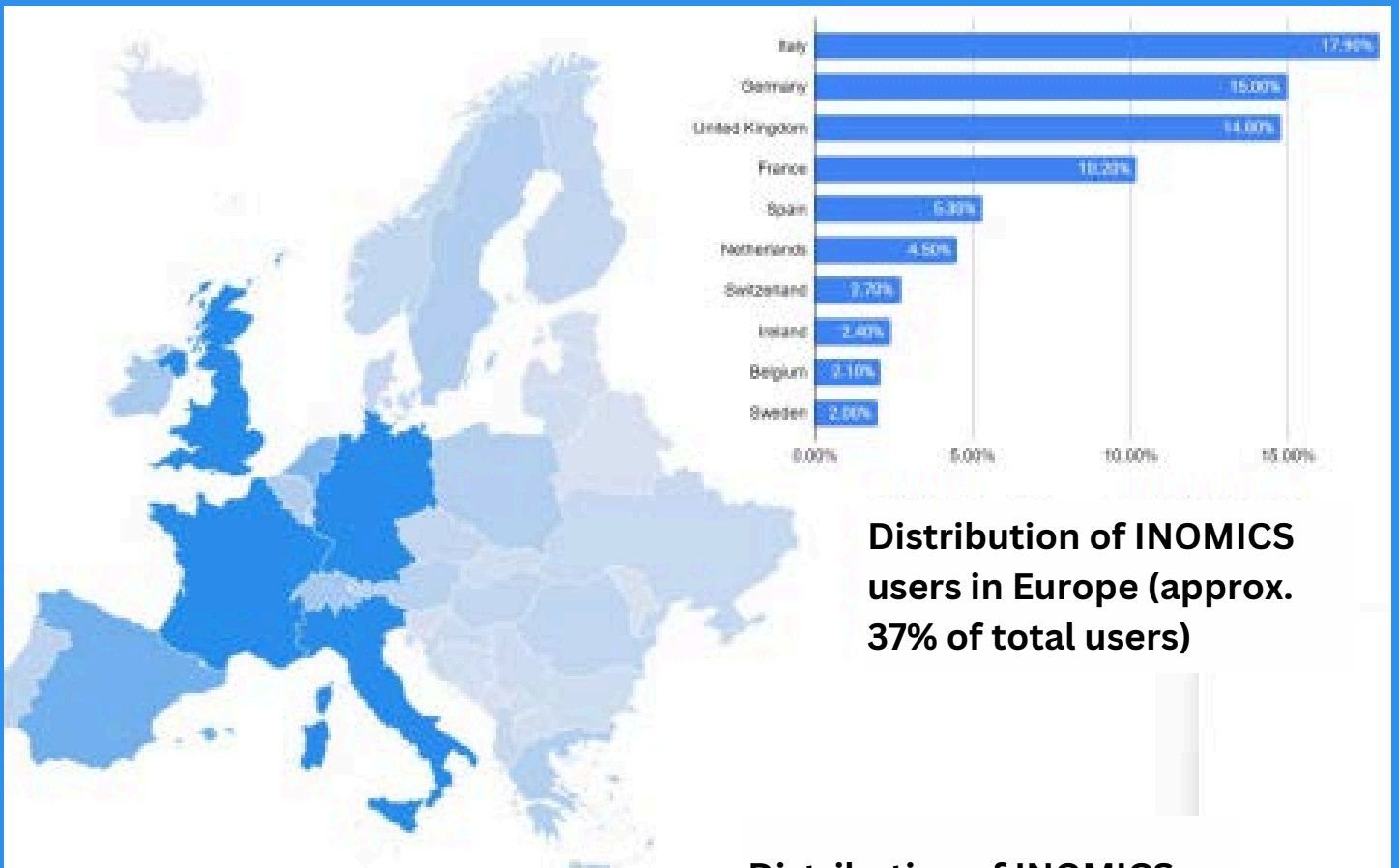
Avg. Users per month on website: 150,000

Type of Opportunity	% Total Users	Avg. % Click Through
Job	14.4%	23,7%
Course	11.3%	34,9%
Program	8.8%	41.6%
Conference	5.0%	30.0%

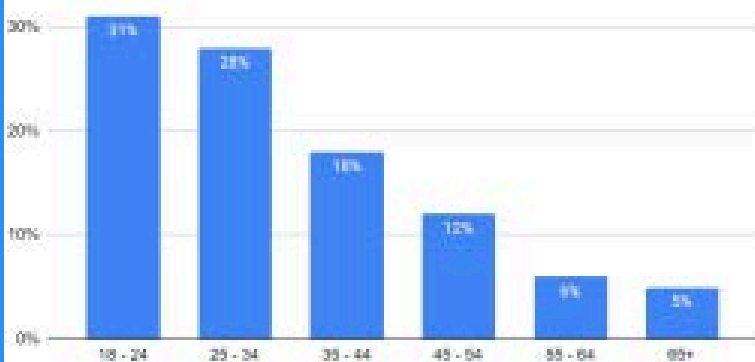
**Numbers above are averages from all users visiting a specific category. Individual KPIs differ based on opportunity target audience, offer and location. Contact us for a non-binding consultation.**

## EUROPEAN AUDIENCE DETAIL

**Recruit in your country or region with INOMICS. Find top candidates among our active audience of economists in Europe for your jobs, study offers or events.**



**Distribution of INOMICS users in Europe by age**



**Distribution of INOMICS users in Europe by gender**





## EMAIL MARKETING

## Weekly Email Alert

**Audience Profile:**

Highly targeted based on interests and location. Recipients include: professors, PhD candidates, bachelors and masters students, program directors and researchers from 150+ countries. Create an account and test our Email Alert for yourself!

**Open Rate:**

10% to 20% depending on content and season

**Click Rate:**

Around 1.5% to 2%



Your offer is included in the email alert with any paid Announcement package. For additional custom email marketing options, please contact us for consultation

## Monthly Customer Newsletter

**Audience Profile:**

HR directors, admissions, marketing directors, conference organisers, deans, program directors from universities, research centers, banks and companies

**Content:**

Exclusive offers for customers, notifications about INOMICS's publications, new customer features, , recruitment industry insights and more!

**Open Rate:**

12% to 20% depending on topic

**Click Rate:**

Around 1%



## SOCIAL MEDIA COMMUNITIES

**Facebook**  
72K Followers  
70K+ Likes



**Instagram**  
6,559 Followers  
250K avg. Views p/m



**X**  
6K Followers



**LinkedIn**  
7K Followers  
115K avg. Impressions p/m



**YouTube**  
8K Followers



**BlueSky**  
1,000+ Followers  
and growing ...



# OUR PRODUCTS

## Online Announcements

Online profile for your job, conference or study offer.

- Single Announcements from €390/\$390
- Announcement Packs
- Includes email alert and social media circulations
- 1 week to 1 year, or ongoing annual campaigns
- Self posting with account or our team can post for you (Posting Service + €75/\$75)

## Media Advertisement

Increase the reach, brand awareness and conversions of your campaign including additional media assets to your campaigns

- Display Advertising (Banners)
- Targeted E-mail Promotion

## Traffic Boosters

Products to boost the visibility and engagement of your Announcement, or to remarket to the audience interested in your offers

- Email Adverts
- Social Recruiter Plus
- Reposts
- Extensions
- Multi-Channel Boost

## Content Marketing

Brand positioning and reputation for your institution

- INOMICS Handbook inclusions/ads
- Sponsored Articles
- Mention in Editorial Stories

## ONLINE ANNOUNCEMENTS

### Announcement Levels and Pricing

4 levels matching your marketing budget and requirements

Basic/Standard Campaigns recommended for up to 1 month. Featured up to 2 months, Premium up to 3 months. Book reposts to extend your campaign (see next page - Announcement Boosters).

Basic	Standard	Featured	Premium
From €390 / \$390	From €690 / \$690	From €890 / \$990	From €1290 / \$1390
<ul style="list-style-type: none"> <li>✓ Logo &amp; Text Description</li> <li>✓ 1 Week Email Alert Inclusion</li> <li>✓ Social Media Recruiting <sup>(3)</sup></li> <li>✓ Enhanced Search Positioning</li> <li>✓ 1 Category</li> <li>✓ Up to 3 Disciplines</li> <li>✓ 1 Application Deadline</li> <li>✓ 1 Institution</li> <li>✓ 1 Location</li> </ul>	<ul style="list-style-type: none"> <li>✓ Logo &amp; Text Description</li> <li>✓ 1 Week Email Alert Inclusion</li> <li>✓ Social Media Recruiting <sup>(3)</sup></li> <li>✓ Enhanced Search Positioning +</li> <li>✓ Up to 2 Categories</li> <li>✓ Up to 5 Disciplines</li> <li>✓ Up to 2 Application Deadlines</li> <li>✓ Up to 3 Host Institutions</li> <li>✓ Up to 2 Locations</li> <li>✓ Image Gallery</li> <li>✓ Mini Banners (Extra Visibility)</li> <li>✓ Deadline reminders By Email</li> <li>✓ Add translations (DE, ES, FR, IT)</li> </ul>	<ul style="list-style-type: none"> <li>✓ Logo &amp; Text Description</li> <li>✓ 2 Weeks Email Alert Inclusion</li> <li>✓ Social Media Recruiting <sup>(3)</sup></li> <li>✓ Enhanced Search Positioning ++</li> <li>✓ Up to 3 Categories</li> <li>✓ Unlimited Disciplines</li> <li>✓ Up to 3 Application Deadlines</li> <li>✓ Up to 3 Host Institutions</li> <li>✓ Up to 2 Locations</li> <li>✓ Image Gallery</li> <li>✓ Mini Banners (Extra Visibility)</li> <li>✓ Deadline reminders By Email</li> <li>✓ Add translations (DE, ES, FR, IT)</li> <li>✓ Header Image</li> <li>✓ Video Display Option</li> <li><b>1 Repost (more optional)</b></li> <li>✓ Extra Visibility In Featured Box</li> <li>✓ Visibility in Homepage header</li> </ul>	<ul style="list-style-type: none"> <li>✓ Logo &amp; Text Description</li> <li>✓ 3 Weeks Email Alert Inclusion</li> <li>✓ Social Media Recruiting <sup>(3)</sup></li> <li>✓ Enhanced Search Positioning +++</li> <li>✓ Up to 3 Categories</li> <li>✓ Unlimited Disciplines</li> <li>✓ Up to 4 Application Deadlines</li> <li>✓ Up to 3 Host Institutions</li> <li>✓ Up to 2 Locations</li> <li>✓ Image Gallery</li> <li>✓ Mini Banners (Extra Visibility)</li> <li>✓ Deadline reminders By Email</li> <li>✓ Add translations (DE, ES, FR, IT)</li> <li>✓ Header Image</li> <li>✓ Video Display Option</li> <li><b>2 Reposts (more optional)</b></li> <li>✓ Extra Visibility In Featured Box</li> <li>✓ Visibility in Homepage header</li> <li>✓ Geo-Targeting incl. Highlighted label</li> </ul>

\*\*Prices do not include VAT. Orders from outside the EU are exempt from VAT\*\*

### Post Announcements Quickly and Easily

Upload the content of your Announcements directly from your account



For more information : [inomics.com/publish](https://inomics.com/publish)



# ANNOUNCEMENT TRAFFIC BOOSTERS

## Social Recruiter PLUS

Social media campaign with custom text and images/animated slides.  
Incl. Facebook, X, Instagram, Threads, BlueSky, LinkedIn .

€590 / \$590 + VAT per Campaign

€290 / \$290 + VAT per extra round

## Email Alert Ads

Text snippet including 300 characters with spaces + title + URL placed in our Email Alert.

€170 / \$180 + VAT per Week

€650 / \$690 + VAT per Month

## Reposts

Your Announcement will be refreshed at the top of search results and included again in the Email Alert.

€109 / \$119 + VAT per Basic Boost

€150 / \$160 + VAT per Standard Boost

€250 / \$270 + VAT for Featured Boosts

€320 / \$350 + VAT for Premium Boosts

## Extensions

Basic and Standard posts are designed for campaigns up to 1 month. Featured up to 2 months and Premium up to 3 months.

Use Reposts (recommended one per additional month) to extend your campaign.

## OR bundle up with the Multi-Channel Boost

Increase the reach of your online Announcements with extra social media promotion, email inclusions and content marketing all in one campaign.

Available for all study programs, summer schools and professional training Announcements.  
Includes:

1. Recommendation in Advice Article (worth €350)
2. 1x Social Recruiter PLUS campaign (worth €590)
3. 1x email Alert Ad (worth €170)

**BEST VALUE**

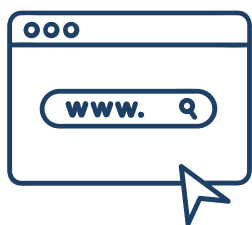
**€790 + VAT  
Base Pack**

## AUTOMATED POSTING

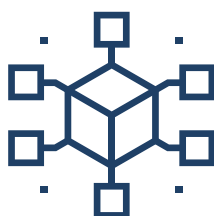
### What is Automated Posting?

For customers with regular recruitment drives (at least 10 or more offers to advertise per year) we recommend our automated posting option.

### How it works:



We check your  
RSS feed for  
new content



The INOMICS Robot  
reads and structures  
the information



Your new offers  
get posted on  
inomics.com

### Next steps

- Contact us at [info@inomics.com](mailto:info@inomics.com) for a free consultation to find the best solution for you
- We will set up the INOMICS Robot to import your opportunities
- Start recruiting, get candidates!



**Simple**  
Recruitment  
for all your  
offers



**Automatic**  
Automated  
Posting



**Dedicated  
Support**  
Upgrades,  
statistics and fine  
tuning



**Hassle-Free**  
PAYG, periodic  
billing = less  
paperwork

## MEDIA ADVERTISEMENT

### Display Advertising (Banners)

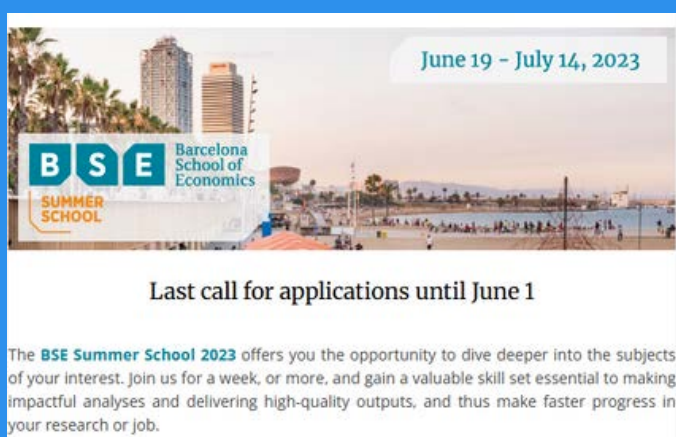
Bespoke and targeted display advertising on INOMICS. Geo-targeted - pick where users will see your banners. Interest-targeted - pick the sections where your banner is shown. Formats: vertical and horizontal

**Small Campaign: €350/\$390 per 15K impressions**  
**Medium Campaign: €900/\$990 per 50K impressions**  
**Large Campaign: €1650/\$1790 per 100K impressions**



### Targeted Email Promotion

HTML Format sent on your behalf, with your branding and message. We select your recipient list based on disciplines of interest and location, so we deliver to the right audience.



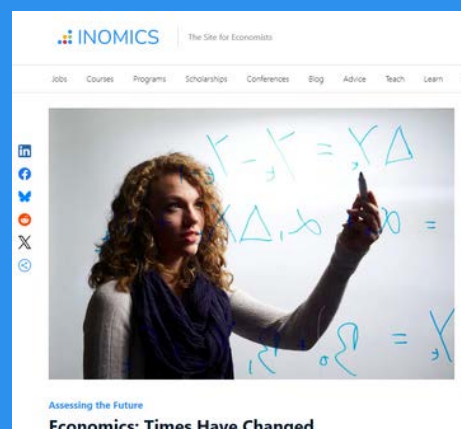
**From €0.55/\$0.6 per recipient**



## CONTENT MARKETING

### Content Article Inclusion

Showcase your institution, research, programs or faculty in an INOMICS Blog or Advice article. Either an exclusive article supported by you (subject to approval by INOMICS), or inclusion in a “Top” ranking article.



**Inclusion in Ranking/Top Article: €350/\$350 / year**

**Partner Content Article, incl. editorial: €850/\$850**

### INOMICS News



Send us your faculty or institution news, e.g. Faculty Appointments, Prizes awarded etc. Subject to approval by INOMICS.

**News Item: €190 / \$190**

**News Item + Social Promotion: €390 / \$390**





## SOCIAL MEDIA RECRUITMENT

### Social Recruiter Plus

With our Social Recruitment Plus add-on, you can reach over 100K candidates on Facebook, Instagram, Twitter/X, BlueSky, Threads, and LinkedIn. It's the perfect tool to engage young applicants!

**€590 / then €290 per additional round**  
**Incl. Posts/Reels on Facebook, X, Threads, BlueSky, LinkedIn, Instagram**



**PhD in Economics**

Prague, Czechia

Start Date:  
October 01, 2025


Application Deadline:  
March 31, 2025

Fully funded PhD:  
Stipend of  
CZK 25,000/month

*Imagine a future where your ideas shape the world of economics. This is more than a PhD program – it's a launchpad for thinkers, innovators, and change-makers ready to make a global impact.*


- Czech and US degrees
- Research stays at top EU/US universities
- Job market preparation and rich career prospects worldwide
- Located in the beautiful city of Prague, Czech Republic







University of St. Gallen

THE GSERM GLOBAL SCHOOL IN EMPIRICAL RESEARCH METHODS IS A HIGH-CALIBRE INTEGRATED GENERIC PROGRAMME ON METHODOLOGY LAUNCHED BY THE UNIVERSITY OF ST.GALLEN.






**APPLICATION DEADLINE**  
30 APRIL 2024







UNIVERSITÄT MANNHEIM

**Doctoral Programs in Accounting, Finance and Taxation**

Mannheim, Germany

Start Date:  
September 01, 2025

Application Deadline:  
March 31, 2025

12 doctoral positions and scholarships available



## OUR CUSTOMERS



## TESTIMONIALS

"One of the few high-quality student recruitment specialists. Thanks to INOMICS, we found the opportunity to reach our audience interested in studying at Barcelona GSE"

-- Nikkos Filippakis, Communications Coordinator,  
Barcelona Graduate School of Economics

"This is our 3rd consecutive year promoting programs, jobs and conferences with you. Thank you so much for your assistance and professionalism"

-- Michela Argenti, EPS Secretariat - Research Office, University of Milan

"INOMICS offers an extremely targeted and valuable platform for us to stay front-of-mind among prospective and applicants on a global scale."

-- Laura Montgomery, Senior Director, College and Enrollment Marketing,  
The New School, New York

## CUSTOMER NEWSLETTER

Join our INOMICS Customer Newsletter, especially designed for recruiters of students, academics and professionals in the economics, data science and finance fields.

In detail, the INOMICS Newsletter offers you monthly:

- Tips and tricks to optimise your recruitment channels
- Employer branding and recruitment advice for economics institutions
- Latest trends in the student recruitment industry
- Innovative ways to increase the ROI of your conference promotion
- News for education and recruitment industry professionals
- Access to INOMICS career publications
- Exclusive offers for INOMICS products and services
- Salary report updates for economists in academia

**Subscribe at:**

<http://eepurl.com/dv7rrz>



## PRODUCT & PRICING OVERVIEW 1

### Announcement Campaigns (Jobs, Courses, Funding, Conferences...)

*Basic/Standard Campaigns recommended for up to 1 month.  
Featured up to 2 months. Premium up to 3 months.*

Internship Special Rates:

Basic €119/\$119, Standard €390/\$399,  
Featured €890/\$899, Premium €990/\$999

#### Basic

From €390 / \$390

- ✓ Logo & Text Description
- ✓ 1 Week Email Alert Inclusion
- ✓ Social Media Recruiting <sup>(3)</sup>
- ✓ Enhanced Search Positioning
- ✓ 1 Category
- ✓ Up to 3 Disciplines
- ✓ 1 Application Deadline
- ✓ 1 Institution
- ✓ 1 Location

#### Standard

From €690 / \$690

- ✓ Logo & Text Description
- ✓ 1 Week Email Alert Inclusion
- ✓ Social Media Recruiting <sup>(3)</sup>
- ✓ Enhanced Search Positioning +
- ✓ Up to 2 Categories
- ✓ Up to 5 Disciplines
- ✓ Up to 2 Application Deadlines
- ✓ Up to 3 Host Institutions
- ✓ Up to 2 Locations
- ✓ Image Gallery
- ✓ Mini Banners (Extra Visibility)
- ✓ Deadline reminders By Email
- ✓ Add translations (DE, ES, FR, IT)

#### Featured

From €890 / \$990

- ✓ Logo & Text Description
- ✓ 2 Weeks Email Alert Inclusion
- ✓ Social Media Recruiting <sup>(3)</sup>
- ✓ Enhanced Search Positioning ++
- ✓ Up to 3 Categories
- ✓ Unlimited Disciplines
- ✓ Up to 3 Application Deadlines
- ✓ Up to 3 Host Institutions
- ✓ Up to 2 Locations
- ✓ Image Gallery
- ✓ Mini Banners (Extra Visibility)
- ✓ Deadline reminders By Email
- ✓ Add translations (DE, ES, FR, IT)
- ✓ Header Image
- ✓ Video Display Option
- 1 Repost (more optional)**
- ✓ Extra Visibility In Featured Box
- ✓ Visibility in Homepage header

#### Premium

From €1290 / \$1390

- ✓ Logo & Text Description
- ✓ 3 Weeks Email Alert Inclusion
- ✓ Social Media Recruiting <sup>(3)</sup>
- ✓ Enhanced Search Positioning +++
- ✓ Up to 3 Categories
- ✓ Unlimited Disciplines
- ✓ Up to 4 Application Deadlines
- ✓ Up to 3 Host Institutions
- ✓ Up to 2 Locations
- ✓ Image Gallery
- ✓ Mini Banners (Extra Visibility)
- ✓ Deadline reminders By Email
- ✓ Add translations (DE, ES, FR, IT)
- ✓ Header Image
- ✓ Video Display Option
- 2 Reposts (more optional)**
- ✓ Extra Visibility In Featured Box
- ✓ Visibility in Homepage header
- ✓ Geo-Targeting incl. Highlighted label

Basic Reposts:  
€90 / \$90

Standard Reposts:  
€150 / \$150

Featured Reposts:  
€250 / \$270

Premium Reposts:  
€320 / \$340

### Book reposts to extend your campaign

Annual post incl. **6 reposts:**

Basic €1020/\$1020

Standard: €1290/\$1290

Featured: €2390/ \$2610

Premium: €2890/ \$3090

Annual post incl. **11 reposts:**

Basic €1470/\$1470

Standard: €2040/\$2040

Featured: €3640/ \$3960

Premium: €4490/ \$4790



## PRODUCT & PRICING OVERVIEW 2

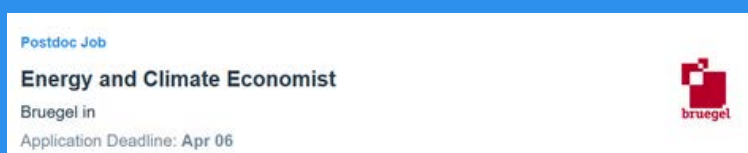
### Social Recruiter Plus

€590 / then €290 per additional round  
Incl. Posts/Reels on Facebook, X,  
Threads, BlueSky, LinkedIn, Instagram



### Email Alert Ads

€650 / \$690 per month or  
€170 / \$180 per week. Incl.  
Title, link, logo, up to 400  
characters of text.



### Website Banners

795px\*160px, and/or 345px\*450px - €350/\$390 for 15k impressions  
€900/\$990 for 50k impressions - €1650 / \$1790 for 100k impressions  
JPG or PNG. + 10% for animated GIF banners



### Content Marketing

Inclusion in Top/Ranking Article:

€350 / \$350 / year

Exclusive Article incl. editorial:

€850 / \$850

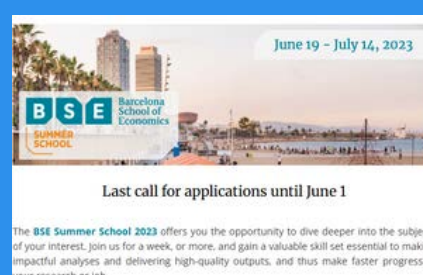
News Article: €190 / €390

incl. social promotion



### Custom Email Shot

€1000/\$1100 for 2000 recipients





Europe, UK,  
International



[info@inomics.com](mailto:info@inomics.com)



+49 30 208471250



9am-6pm CET

**Media Kit 2025**