YOUR DIRECT LINE TO INTERNATIONAL STUDENTS
Reach international students at the right time

Insider Guides - International Student Guides are high-quality, best practice guides to ensure students are prepared, welcomed, connected and supported in Australia.

Printed annually, the guides are available for free both onshore and offshore at various stages of the decision making cycle, from over 250 distribution points throughout the year.

With over 9 years experience in both print and online, Insider Guides are widely regarded as a best practice provider of high quality information to improve the student experience. Furthermore, with strong partnerships with industry and government, our guides are the most widely used resource in the industry.
The International Student market is an important vertical market for Vodafone Australia and it is for this reason we have partnered with Insider Guides. Together we share a common goal, to bridge the gap that exists for students who are in a new country, studying and forging new relationships. Our role is to support students by keeping them connected, and Insider Guides provides them up-to-date local information and guidance that makes their transition smoother.

EMMANUEL HOOSON
VODAFONE AUSTRALIA
Business Development Manager

The City of Melbourne has been involved in distributing the Insider Guides to students since 2011 and has considered the guide as a key component for the student welcome programs in Melbourne. Feedback through our welcome desk evaluation has found that the guide is extremely useful for students. We have sponsored the Guides since 2013 for these reasons.

SHARON SMITH
CITY OF MELBOURNE
International Education Project Coordinator
When do you want to speak to international students?

Insider Guides reach students offshore and on arrival in Australia. Have a look at our decision making timeline to decide which guide best suits your business.

### Research Study Options
- Agent
- Education provider
- Language study
- Location
- Scholarships

### Prepare To Depart
- Accommodation
- Freight
- Student concierge
- Phone provider
- Australian bank
- Book flights

### Arrive in Australia
- Accommodation
- Student concierge
- Airport pickup services
- Phone provider
- Australian bank

### Socialise and Experience
- Fun
- Food
- Events
- Travel
- Health & wellbeing
- Dating
- Shopping

### Commence Studies
- Text books
- Uni supplies
- Orientation week
- Language study

### Entry Requirements
- English language testing
- Visa
- Health insurance
- Translation services

### Orientation and Setup
- Getting Around
- Furnishing
- Internet provider
- Utilities setup

### Getting Around
- Furnishing
- Internet provider
- Utilities setup
Onshore editions

Targeting international students on arrival with 6 local city guides

Advertise in the guides to reach 145,000 newly arrived students when they need to make a wide range of important buying decisions, and have little existing Australian brand loyalty.

Within a few months, marketing to this sector becomes more challenging as students disperse into the community.
INTERNATIONAL STUDENTS IN AUSTRALIA
The economic contribution of international students is significant making up the 5th largest service based export in 2015.

> $20.3b
Export Income in Australia

> 560k
international students studying in Australia.

DISTRIBUTION

NETWORK ACROSS AUSTRALIA
Over 80% of all arriving students will receive a copy of the International Student Guide to their new city from over 250 key distribution points.

STRATEGY
Guides are distributed at airports, welcome desks, universities, colleges, TAFEs, ELICOS providers, events and more. The guides are requested as a key part of student orientation all over Australia, replacing survival guides traditionally created by institutions and government. Insider Guides also partner with the major study bodies around Australia (Study Melbourne, Study NSW, Study Brisbane, Study Adelaide, Study Canberra and Study Perth) to take the guide to market.

“We have enjoyed working with Insider Guides. It introduces CQUniversity Australia to students in hard-to-reach markets in a highly effective way.’

ROB MCDONALD
DEPUTY DIRECTOR, INTERNATIONAL MARKETING AND RECRUITMENT
CQUNIVERSITY AUSTRALIA

“This is exactly what newly-arrived students need. It’s the most useful thing students get when they first start their study, and we try to make sure every new student of ours gets one.”

GILES MCCABE
STUDENT SUPPORT COORDINATOR
DEAKIN UNIVERSITY
Offshore editions

Targeting international students across 18 countries who are actively considering their study options in Australia. We produce 3 editions of Insider Guides - International Student Guide to Australia.

**Vietnam**

**CIRCULATION**
10,000

**LANGUAGE**
Vietnamese

**DISTRIBUTION**
Distributed to over 80 agents across Vietnam in all major centres.

**IDP Edition**

**CIRCULATION**
10,000

**LANGUAGE**
English

**DISTRIBUTION**
China, India, Singapore, Thailand, Indonesia, Malaysia, Philippines, Oman, Kuwait, Saudi Arabia, Egypt, Turkey, UAE, Korea, Bangladesh, Hong Kong, Cambodia, Vietnam

Distributed through the IDP office network in 18 countries, given to students during their consultations with IDP counsellors.

**China**

**CIRCULATION**
20,000

**LANGUAGE**
Chinese (Simplified)

**DISTRIBUTION**
Distributed in 30 cities in China via the Ministry of Education’s (MoE) roadshow to schools and colleges. MoE also runs workshops and distributes guides through this process too. Guides are also distributed through IDP offices.
The Insider Guides is like an encyclopaedia which provides so much information and answers student’s questions. I like to say ‘when in doubt, get yourself an Insider Guides’

JEFF CHEN
UK DESTINATION MANAGER
IDP CHINA

CSCSE distributes Insider Guides in over 30 cities across China, and it really helps us to communicate to students what life is like in Australia.

MS. YU LIQUN
PROGRAM MANAGER CSCSE
MINISTRY OF EDUCATION - CHINA
EVERYTHING INTERNATIONAL
STUDENTS NEED TO KNOW
STUDENTS SAY

“I think the way it describes every neighbourhood is really interesting so we know which one is right for us.”

NAZURAH, MALAYSIA

“Insider Guides pretty much cover everything I need to know in life, such as transport, job, hospital, etc, very comprehensive content covered. This is something that I have never seen from anywhere else so far.”

MONICA, CHINA

“What’s your scene?” and ‘Ordering a Coffee’ are really interesting and help students feel like a local.”

MUNKHSAIKHAN, MONGOLIA

What’s inside the guides?

Unique, engaging, easy-to-read content sourced from both local and international students covering all that you need to know about studying and living in Australia.
DO I KNOW?

WHAT THE TRAVEL TIME IS TO MY INSTITUTION?

WHAT I NEED TO BUY TO GET STARTED?

IF I NEED TO ARRANGE ANY ADDITIONAL INSURANCE?

WHAT MY LEGAL RIGHTS ARE?

WHAT ARE MY ACCOMMODATION OPTIONS?

You can stay in a private rental property (either alone or with housemates), in a homestay with a family, a student apartment or a residential college. Each option has its own unique benefits and drawbacks. See the table for a full comparison.
Preparation

A complete overview of pre-departure must-dos for studying in Australia. Students are provided with all the vital information and advice they need to arrive fully prepared.

- Why Study in Australia
- Insurance and Medical
- Aus Basics
- English Skills
- Preparing to study
- Packing

Cities

An introduction to the unique characteristics of different student cities, allowing students to develop a deeper understanding of what makes their new home great. Whether considering where to live or planning explorations of their new city, this section helps students to feel like a local.

- Popular Streets And Establishments
- Things To Do And Attractions
- Local History And Culture

Setting Up

We breakdown the first steps every international student needs to take when they first arrive in Australia. Covers the essentials, allowing recently arrived students to focus on study and integration.

- Accommodation
- Studying in Australia
- Cost of Living
- Working in Australia
- Money and Banking
- Health and Fitness
- Telecommunications

Scenes

An exploration of some of the different lifestyles that international students will identify with in Australia. Finding activities and making new friends that share the same interests and passions is easy when a student understands where to find their scene.

- The Explorer
- The Connoisseur
- The Organic
- The Sports Fan
- The Night Owl
Digital content

With articles added every week, topics covered include the important ‘need to knows’, localised and cultural features, explorations of the challenges, needs and interests of international students both in Australia and pre-departure; as well as regular competitions and giveaways.

**REACH**

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<th>Website</th>
<th>E-newsletter</th>
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<tr>
<td>15 k unique visitors / month</td>
<td>11,000 subscribers as of February 2017</td>
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<tr>
<td>18 k sessions / month</td>
<td>215% growth over 12 months</td>
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<tr>
<td>104 k pageviews / month</td>
<td>115% growth over 12 months</td>
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**BANNER ADVERTS**

Reach international students with a targeted banner advert on the highly popular insiderguides.com.au

**NEWSLETTER BANNERS**

Banners adverts are available for our weekly e-newsletter, sent to our large database of international students.

**CONTENT PARTNERSHIPS**

Ask about ways that we can work together to leverage your brand through our content.
Reach your audience

Brand Exposure
Expose your brand to 185,000 students, families and friends, at the exact time when they need your services.

Valuable Resource For Students
Attractive and informative guide format which students refer to and revisit on an ongoing basis throughout their decision making process - giving your advert multiple exposure opportunities.

Best Practice Resource
This isn’t your average magazine. Insider Guides is recognised as a best practice resource for international students.

International Students in Australia 2016

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<tr>
<th>State / Territory</th>
<th>Commencements</th>
<th>Export Income</th>
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<tr>
<td>NSW</td>
<td>157,000</td>
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<td>VIC</td>
<td>122,000</td>
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<td>QLD</td>
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<td>SA</td>
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TOP 5 NATIONALITIES 2016

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<th>Number</th>
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<td>CHINA</td>
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<td>INDIA</td>
<td>77,900</td>
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<td>SOUTH KOREA</td>
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<td>THAILAND</td>
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<td>VIETNAM</td>
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Advertising packages

All advertising packages come complete with digital value adds.

Print Guide 2017/18

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ONSHORE

OFFSHORE

DIGITAL VALUE ADDS

Banner Ads
Display Advertising on Insider Guides website

Newsletter Banners
Feature in our weekly newsletter
Key dates

October 2017
Booking and artwork deadline

January 2018
Distribution commences

Next Steps
To discuss how Insider Guides can help your organisation talk to international students, contact:

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