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 10 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 is a proud supporter of the Insider Guides since 2011. The guides provide valuable information that helps international students settle into the Melbourne way of life; and is a key element for student welcome programs in the city. Students can access this publication at their education institutions, Council libraries and even at the Student Welcome Desk at Melbourne Airport. The Insider Guides is informative, fun to read and truly reflects the needs of international students.

GARY LEE
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
Onshore editions

Targeting international students on arrival with 7 local guides

Advertise in the guides to reach 148,000 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.

<table>
<thead>
<tr>
<th>City</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perth</td>
<td>10,000</td>
</tr>
<tr>
<td>Sydney</td>
<td>40,000</td>
</tr>
<tr>
<td>Brisbane</td>
<td>30,000</td>
</tr>
<tr>
<td>Melbourne</td>
<td>60,000</td>
</tr>
<tr>
<td>Adelaide</td>
<td>10,000</td>
</tr>
<tr>
<td>Canberra</td>
<td>10,000</td>
</tr>
<tr>
<td>Tasmania</td>
<td>3,000</td>
</tr>
</tbody>
</table>

Language: English

Shelf Life: 1 Year

In Market: January 2019
INTERNATIONAL STUDENTS IN AUSTRALIA

The economic contribution of international students is significant making up the 5th largest service based export in 2015.

> $21.8b
Export Income in Australia

> 560k
international students studying in Australia.

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**: 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
EVERYTHING INTERNATIONAL STUDENTS NEED TO KNOW
STUDENTS SAY

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

MUNKHSAIKHAN, MONGOLIA

“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

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.
Employment

Whether you need a job to support you while you study, or you’re looking for work when you graduate, finding a job is not easy. Discover ways to increase your chances of finding work, and why you need to understand your work rights in Australia.

How do I get a job?

- Write a résumé
- Apply for a tax file number
- Open an Australian bank account
- Speak to your institution’s career centre
- Use online resources
- Write targeted cover letters

How do I develop a network?

Building relationships and contacts that can lead to future opportunities are important skills to develop at university. Your classmates, tutors and lecturers can play an important role in establishing a network of your own. Attending events relevant to your studies is a great starting point, as is starting work on your own ‘personal brand’ by creating a portfolio or a personal website. LinkedIn is an ideal platform for keeping track of your network, for more information on using it see: insiderguides.com.au/students-linked
### 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.

<table>
<thead>
<tr>
<th>Why Study in Australia</th>
<th>Insurance and Medical</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aus Basics</td>
<td>English Skills</td>
</tr>
<tr>
<td>Preparing to study</td>
<td>Packing</td>
</tr>
</tbody>
</table>

### 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.

<table>
<thead>
<tr>
<th>Popular Streets And Establishments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Things To Do And Attractions</td>
</tr>
<tr>
<td>Local History And Culture</td>
</tr>
</tbody>
</table>

### 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.

<table>
<thead>
<tr>
<th>Accommodation</th>
<th>Studying in Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of Living</td>
<td>Working in Australia</td>
</tr>
<tr>
<td>Money and Banking</td>
<td>Health and Safety</td>
</tr>
<tr>
<td>Telecommunications</td>
<td></td>
</tr>
</tbody>
</table>

### Activities

An exploration of some of the different activities that international students may like to do in Australia. From hiking to live music, this section breaks down where and how to find the best experiences in Australia.

<table>
<thead>
<tr>
<th>Live Music</th>
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</thead>
<tbody>
<tr>
<td>Live Sport</td>
</tr>
<tr>
<td>Playing Sport</td>
</tr>
<tr>
<td>Getaways</td>
</tr>
<tr>
<td>And More...</td>
</tr>
</tbody>
</table>
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.

Readership

Our online readership (mainly between 18-30 years of age) are at various stages of their international student experience. Students use insiderguides.com.au as a reliable resource to discover opportunities, learn about Australian culture and understand Australian cities.

Users are highly engaged and looking for news that might affect their lives as an international student.

Top destinations of online readership

- Australia
- USA
- India
- UK
- Malaysia
- Singapore
- Philippines
- Nepal
- Indonesia
- Vietnam
Website
insiderguides.com.au

24.5k
Unique visitors / month

109k
Page views / month

1:30
Average time on site
E-newsletter

14.5k
Subscribers on our mailing list as of Feb 2018

E-News Banner
650px × 150px

Bonus for print advertisers

Insider Guides Weekly
International Student Guide

Are You Studying Effectively?
Rather than just study harder, make sure to study smarter. Learn some of our best tips for improving your study habits.

Are You Ready For Your IELTS Test?
How do you know you are ready to take the IELTS test? That's where IELTS Progress Check comes in, providing official online practice tests marked by IELTS markers.
Reach your audience

Brand Exposure
Expose your brand to 158,000 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 by institutions and governments across Australia.

International Students in Australia
2016

<table>
<thead>
<tr>
<th>State / Territory</th>
<th>Commencements</th>
<th>Export Income</th>
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<tbody>
<tr>
<td>NSW</td>
<td>157,000</td>
<td>$7,100 m</td>
</tr>
<tr>
<td>VIC</td>
<td>122,000</td>
<td>$5,878 m</td>
</tr>
<tr>
<td>QLD</td>
<td>66,600</td>
<td>$2,951 m</td>
</tr>
<tr>
<td>SA</td>
<td>18,000</td>
<td>$1,204 m</td>
</tr>
<tr>
<td>WA</td>
<td>33,400</td>
<td>$1,450 m</td>
</tr>
<tr>
<td>ACT</td>
<td>7,600</td>
<td>$455 m</td>
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</table>

TOP 5 NATIONALITIES 2016

<table>
<thead>
<tr>
<th>Country</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHINA</td>
<td>196,000</td>
</tr>
<tr>
<td>INDIA</td>
<td>77,900</td>
</tr>
<tr>
<td>SOUTH KOREA</td>
<td>30,200</td>
</tr>
<tr>
<td>THAILAND</td>
<td>30,000</td>
</tr>
<tr>
<td>VIETNAM</td>
<td>29,700</td>
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</table>
## Print advertising packages

Multiple guide purchases receive digital value adds.

### Print Guide 2019

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Melbourne</th>
<th>Sydney</th>
<th>Brisbane</th>
<th>Perth</th>
<th>Adelaide</th>
<th>Canberra</th>
<th>Tasmania</th>
<th>IDP</th>
<th>China</th>
<th>Vietnam</th>
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<td>30,000</td>
<td>10,000</td>
<td>10,000</td>
<td>10,000</td>
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<td>10,000</td>
<td>20,000</td>
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<tr>
<td><strong>Full Page</strong></td>
<td>$4430</td>
<td>$4342</td>
<td>$4007</td>
<td>$2784</td>
<td>$2784</td>
<td>$2784</td>
<td>$2298</td>
<td>$5543</td>
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<tr>
<td>Inside Front</td>
<td>$6112</td>
<td>$5990</td>
<td>$5466</td>
<td>$3795</td>
<td>$3795</td>
<td>$3795</td>
<td>$3133</td>
<td>$7651</td>
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<td>$7651</td>
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<tr>
<td>Opposite Inside Front</td>
<td>$6112</td>
<td>$5990</td>
<td>$5466</td>
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<td>$3795</td>
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<tr>
<td>Outside Back</td>
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### Digital Value Adds

- **Banner Ads**
  - Display Advertising on Insider Guides website
- **Newsletter Banners**
  - Feature in our weekly newsletter
**Key dates**

**October 2018**
Booking and artwork deadline

**January 2019**
Distribution commences

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

**Bela Mitchell**
National Account Manager
bela@insiderguides.com.au
(+61) 428 870 211