

**INSIDER
GUIDES**

INTERNATIONAL STUDENT GUIDE AUSTRALIA

MEDIA KIT 2019/2020



A person with a backpack is walking away from the camera on a modern, glass-enclosed walkway. The walkway has a light-colored floor and glass railings. In the background, there is a large, modern building with a facade of horizontal brick and wood panels. The scene is set outdoors with some greenery visible on the left. The entire image has a semi-transparent reddish-pink overlay.

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.

With long-term partnerships across the sector, Insider Guides, both print and online, is a targeted and effective way for brands to market to international students at key stages of their decision making cycle, both onshore and offshore.

Sought after by international students and those that interact with them (education agents, institutions and government), Insider Guides printed guides has an enviable red carpet distribution to over 240,000 international students a year, while attracting over 500,000 online users annually.



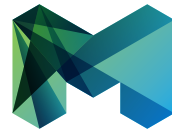
Our Partners

“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 student welcome desks. 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



CITY OF MELBOURNE

“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



Our Advertisers

“ Before we met with James and the team, we had already heard great things about them from many people and organisations working in international education. Now having worked with them as an advertiser and supporter for 2 years, we have found all of these things to be true. Insider Guides are highly effective and professional, and have been a pleasure to deal with at all times.

CRAIG COWDREY
MANAGING DIRECTOR
Sonder Australia

“ ‘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



International Students in Australia

In 2018, 690,000 international students added \$32.4 billion to Australia's economy, an 11% growth in student numbers from 2017.

> 32.4b

export income in Australia

> 690k

international students in Australia

> 300k

approx new visa grants per year

> 160k

friends and family visit international students in Australia each year.

Rank	Country	Enrolments	% Increase 2018 vs 2017
1	China	205,189	11%
2	India	89,570	32%
3	Nepal	43,021	51%
4	Brazil	26,620	10%
5	Malaysia	26,085	1%
6	Vietnam	24,131	2%
7	Republic of Korea	21,799	-2%
8	Thailand	18,014	-7%
9	Colombia	16,942	20%
10	Indonesia	16,541	6%

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.



OFFSHORE - AUSTRALIA STUDENT GUIDE

ONSHORE - STUDENT CITY GUIDES

ONLINE : INSIDERGUIDES.COM.AU

Onshore editions

Targeting international students on arrival with 7 local city guides

Advertise in the guides to reach 165,000 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.

Language

English

Shelf Life

1 Year

In Market

January 2020



Perth

CIRCULATION
15,000



Sydney

CIRCULATION
40,000



Brisbane

CIRCULATION
30,000



Melbourne

CIRCULATION
60,000



Adelaide

CIRCULATION
10,000



Canberra

CIRCULATION
11,000



Gold Coast

CIRCULATION
10,000

Offshore editions

Targeting international students across 13 countries who are actively considering their study options in Australia. This is a chance for brands to advertise in key source markets through highly targeted distribution channels. We produce 6 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.

Asia & Middle East

CIRCULATION

10,000

LANGUAGE



English

DISTRIBUTION

India, Nepal, UAE, Thailand, Singapore, Malaysia, Philippines, Vietnam, Indonesia, Hong Kong, Bangladesh, China.

Distributed through the **IDP office network in 12 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.

Brazil

CIRCULATION

10,000

LANGUAGE



Portuguese

DISTRIBUTION

This guide will be distributed through leading agent networks in Brazil, including **Latino Australia Education** and **Australian Centre**.

India + Nepal

CIRCULATION

10,000

LANGUAGE



English

DISTRIBUTION

This guide will be distributed to **50+ leading agents** across the country with the help of BPO Intelligence and their agent network.

Indonesia

CIRCULATION

10,000

LANGUAGE



Indonesian

DISTRIBUTION

This guide will be distributed across **20+ leading agents** across the country, with the help of Austrade.

“ *This is exactly what students need.
It’s the most useful thing students get
when they first start their study and
we’re happy to distribute it*

GILES MCCABES

STUDENT SUPPORT COORDINATOR
DEAKIN UNIVERSITY



“ *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

DESTINATION MANAGER
IDP CHINA



A photograph of a student walking away from the camera on a paved university path. The student is wearing a light-colored jacket, dark pants, and a backpack. The path is lined with trees and tall, thin lampposts with spherical tops. Other people are visible in the background, including one sitting on a bench to the left and another pushing a stroller to the right. The entire image has a warm, orange-tinted overlay.

**EVERYTHING INTERNATIONAL
STUDENTS NEED TO KNOW**

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.



“ 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

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

MUNKHSAIKHAN, MONGOLIA



Preparation

OFFSHORE

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



Setting Up

OFFSHORE

ONSHORE

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



Cities

OFFSHORE

ONSHORE

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



Activities

ONSHORE

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.

Live Music

Live Sport

Playing Sport

Getaways

And More...



Website

insiderguides.com.au

56k

Unique visitors / month

60% onshore users

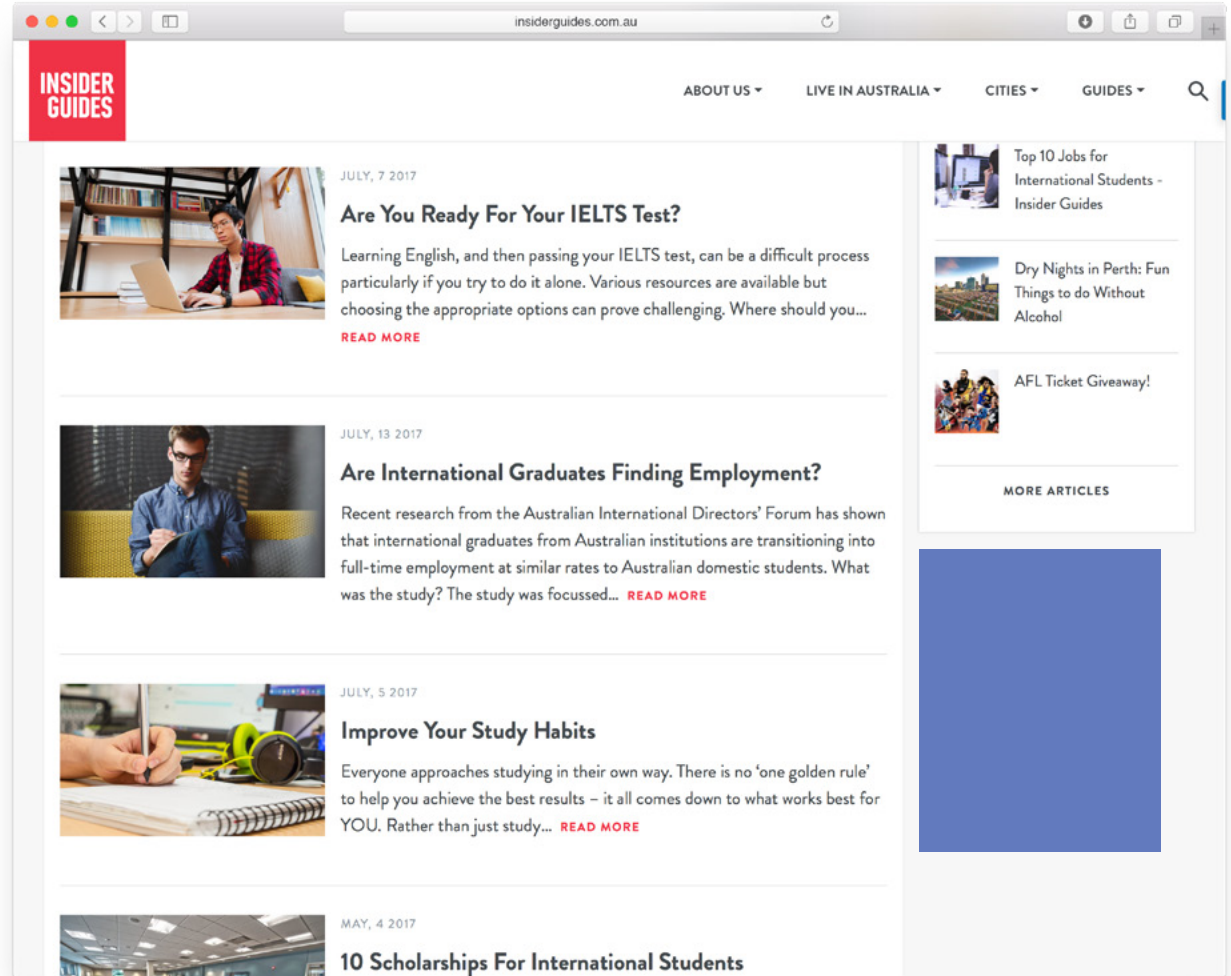
40% offshore users

102 %

YOY growth
in overall traffic

Top destinations of online readership

- Australia
- USA
- India
- UK
- Malaysia
- Singapore
- Philippines
- Nepal
- Indonesia
- Vietnam



Sidebar Widget

240px × 400px

Price in rate card

Digital Marketing Opportunities



Sponsored Content

We offer unique, native content designed to engage students at the right point in their buying cycle for effective brand awareness.

Sponsored content positions advertisers as leaders in an often-crowded digital landscape.

Sponsored content articles promoted through:

- Insiderguides.com.au
- Weekly eNewsletter
- Insider Guides social media
- Partners



E-newsletter

28k

Subscribers on our mailing list as of May 2019



E-News Banner

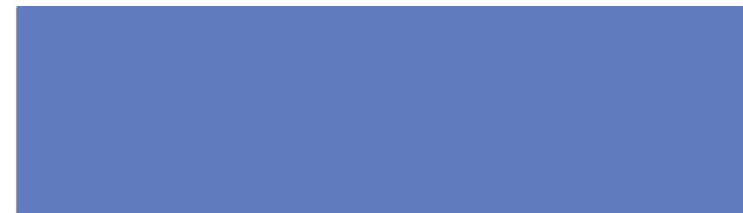
650px × 150px

Price in rate card



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.

[READ MORE](#)

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.

[LEARN MORE](#)



Key dates

October 2019

Booking and artwork deadline

Next Steps

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

January 2020

Distribution commences

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