

itchy feet

Das Magazin für Bildung und Karriere im Ausland



media data

valid from November 2009

What is itchy feet?

itchy feet is the German magazine for education and careers abroad. It is our aim to provide high school and university students as well as young professionals with substantial and first-hand information on:

- High School
- Language Courses
- Work & Travel
- University Studies
- Jobs & Internships

Education providers and agents give important advice on the preparation for and realization of educational or work-related stays in a foreign country. In addition, returnees write impressive articles on their experiences abroad. Thus, each issue of itchy feet takes its readers on a unique tour around the world.

Who is itchy feet?

itchy feet is a joint venture of Thomas Terbeck and Ramon Tissler. You may know us from other projects:

Thomas Terbeck is the founder of weltweiser®, the independent German counselling service for students. He is the author of the most profound German guidebook on secondary education programs, titled "Handbuch Fernweh".

Ramon Tissler is an expert on study abroad programs for college and university students in many countries. Amongst others, he operates very successful websites for students in Germany who are interested in learning and studying abroad.

The articles are mainly published in German, but also in English and sometimes in French or Spanish.

For you, itchy feet is *the* marketing platform as the print magazine as well as the online version address a highly mobile and well-educated 14-29-year-old target group. Our media data outlines the various advertising options itchy feet has to offer. We are happy to assist you with any questions that may occur. Please see the back for our contact details, publication details and closing dates.

You are welcome to visit our websites:

www.itchy-feet.net
www.away-fair.com
www.i-e-n.com
www.college-contact.com
www.weltweiser.de
www.handbuchfernweh.de
www.karriere-im-ausland.de
www.internationaldoorway.de
www.sport-scholarships.com
www.summer-sessions.com
www.semester-im-ausland.de
www.semester-abroad.com

Dispersion

The good distribution of a magazine is its key to success.

Our 50.000 copies per issue will be sent out to:

| Dispersion: | Copies: |
|--|---------------|
| selected contact persons at more than 3100 German public and private secondary schools | 17.000 |
| international offices at more than 300 German colleges and universities | 1.600 |
| student counselling centers of more than 300 colleges and universities | 1.600 |
| student councils of more than 300 colleges and universities | 1.600 |
| student representatives of the most important departments at selected German universities | 1.600 |
| all 181 German job information centers (BIZ) | 2.000 |
| more than 300 German language schools | 1.600 |
| more than 200 German agents of international education programs, internship- and job-agents as well as institutions dealing with educational questions | 1.100 |
| more than 500 representatives of international education providers | 600 |
| more than 150 human resource departments of international companies | 250 |
| members of the German Bundestag and the parliaments of the German Federal States dealing with educational questions | 150 |
| associations of teachers and professors | 150 |
| associations of students and parents | 1000 |
| distribution at fairs for students and young professionals all over Germany and reserve for additional supply as well as specimen copies and international education fairs | 17.750 |
| sales | 2.000 |
| | 50.000 |

Online Magazine

Our online-magazine www.itchy-feet.net is the ideal supplement to the printed itchy feet issues. With the booking of an advertisement in the print version, you are assured an outstanding online presence. Our website exclusively features the ad partners of our print version. Please see below how you further profit from the online version:



- each edition of our print magazine is constantly available as a pdf-version for free download
- all articles and company presentations will be available online as text versions so that they will be indexed quickly in search engines such as Google and others. The search engine optimization of each page of our online magazine will make sure that your article or company presentation is highly ranked in the search engine results, often on the first page
- ad partners will be linked through their company name to their websites on the right column of each webpage of www.itchy-feet.net for the duration of one issue (12 months). Therefore you profit from the high Google PageRank™
- the online magazine is promoted through a network of partner websites in the education industry or student market


Conclusion: Through booking an ad in the print version of itchy feet, you also profit from our experience in online marketing and therefore maximize the exposure of your institution in the internet as well.

 www.itchy-feet.net

Advertising in itchy feet

The following pages provide you with detailed information on our advertising options and the rates for classic advertisements, articles without house advertising, advertorials, company presentations, notice-board messages, and special ad formats. Companies with their head offices in Germany will be charged an additional sales tax of 19%. With the release of new advertising rates the prices given in the following will lose their validity. Discounts are available up to 10% for multiple bookings.

Classic Advertisements

| Format | Description | Landscape format Width x Height in mm | Panel format Width x Height in mm | Price ** | |
|--|------------------|--|--------------------------------------|----------|--------------|
| | | | | industry | non-industry |
|  | Inside Front, U2 | 210 x 280 * | 210 x 280 * | 5.000 € | 6.000 € |
|  | Outside Back, U4 | 210 x 280 * | 210 x 280 * | 5.000 € | 6.000 € |
|  | Inside Back, U3 | 210 x 280 * | 210 x 280 * | 3.500 € | 4.500 € |
|  | 1/1 | 210 x 280 * | 210 x 280 * | 2.350 € | 4.000 € |
|   | 1/2 | 210 x 131 * | 102,5 x 262 * | 1.400 € | 2.350 € |
|   | 1/3 | 210 x 84 * | 65 x 262 * | 1.000 € | 1.650 € |
|   | 1/4 | 210 x 65,5 * | 102,5 x 134 * | 850 € | 1.400 € |
|   | 1/8 | 102,5 x 65,5 * | 53,5 x 134 * | 450 € | 750 € |

* For graphical security a 3 mm bleed difference must be added to all indicated formats. Please make sure that neither relevant text nor graphics are included within the 3 mm bleed difference on each side of the advert. For details see also 'Delivery of Artwork'.

** Definition „industry“:

- education providers
- agents who market education- and career-programs
- companies that wish to do personnel recruiting

Definition „non-industry“:




- all other companies

Article without House Advertising

You are welcome to send us editorial articles of general interest. However, please note, that you can neither promote your educational programs nor mention your company name within the text. Your contact details (name, institution, phone number, e-mail and website) will be listed below the article. Our editorial staff may revise the texts if necessary. We cannot guarantee that editorial articles will be printed.

Advertorial



An advertorial gives you the opportunity to write about a topic that is of relevance to students and young professionals who are interested in an international education or career. You may, for example, choose to focus on the advantages of a program in general, the education system of a country, or the benefits of a stay abroad. Within this context, you can mention your institution once or twice. At the end of your article, your contact details (name, institution, phone number, e-mail and website) will be listed.

| Pages | Characters | Price |
|--|-------------|---------|
|  | max. 4.300 | 950 € |
|  | max. 8.600 | 1.700 € |
|  | max. 13.000 | 2.300 € |

Our graphic designer will arrange the layout of your article and possibly a couple of photos.

Company Presentation

The company presentation has to be consistent with the category in which you wish your article to be printed (e.g. High School). The headline of your text could be 'Name of your company presents itself'. You may include up to three graphics such as pictures, info boxes or logos (but no ads) on each page of your company presentation. Comparative advertising is prohibited.

| Pages | Characters | Price |
|--|------------|---------|
|  | max. 4.300 | 1.850 € |
|  | max. 8.600 | 3.200 € |

We kindly ask you to consider that there will be no space for graphics if you use the maximum number of text characters. Our graphic designer will arrange the layout of your text and the graphical elements. Please feel free to make layout suggestions.

Notice-Board

This part of the magazine allows you to place news and messages of all kinds. The section will be charged per line. One line may consist of a maximum of 40 characters (space characters included).

| | | | | | | | | | | |
|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Rows | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Prices | x | x | 100 € | 120 € | 140 € | 160 € | 180 € | 200 € | 220 € | 240 € |
| Rows | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| Prices | 260 € | 280 € | 300 € | 320 € | 340 € | 360 € | 380 € | 400 € | 420 € | 440 € |

Special Ad Formats

Prices for supplements, e.g. with response options (such as postcards or coupons), are available on request.

Delivery of Artwork


| | |
|-------------------|--|
| Master Artwork: | PDF- or closed EPS-data files with embedded fonts (vector graphics). |
| Pictures: | unpacked, PDF, EPS or TIFF, minimum resolution of 300dpi, saved in CMYK-mode. Other file formats could lead to exposure errors, for which International Education Network GmbH & Co. KG shall not be liable. Multicoloured ads must be applied in Euroscale. Guarantee of colour fastness only with 1:1 analog/digital proof. Additional work and expenses due to adjustments and proof corrections will be charged upon agreement. |
| Delivery of data: | via E-Mail to data@itchy-feet.net |
| Print Space: | The print space is: 170 x 230,5 mm. |

Technical Characteristics

| | |
|-------------|---|
| Format: | 210 mm width x 280 mm height |
| Volume: | 68 pages, 4/4 coloured, 70 % colour density |
| Processing: | saddle stitch |
| Paper: | Cover: 170g/qm woodfree, white, glossy, Inlay: 75 g/qm Alpasupra glossy |

Schedule and Contact Details

Publication


Frequency of Publication: once a year, mid-January
Circulation: 50.000 (certified by IWW )
ISSN: 1861-4817

Closing Dates

Closing dates for delivery of advertisements and articles:
end of October for ads
early October for articles, advertorials, company presentations

Contact Details

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For more details and the current closing dates visit:

 www.itchy-feet.net