

mediakit

UNIPAGE

education abroad

unipage.net

2022

Our company today is:

Agency

As an agency, we help students to fulfill their dream of studying abroad. Our mentors prop up schools, universities and programs, and then fully supervise all stages of admission.

Website

Every day, the website's editorial team organises informational chaos into detailed articles and a user-friendly interface.

The agency's clients were once readers of the website and made the decision to study abroad due to our serious approach and presentation of information.

UniPage is **the biggest resource** in the field of study abroad

211M on Google

total impressions per year

30M on Yandex

1.5M per month

average pageviews

17M per year

75%

users come from search engines

79%

unique pageviews

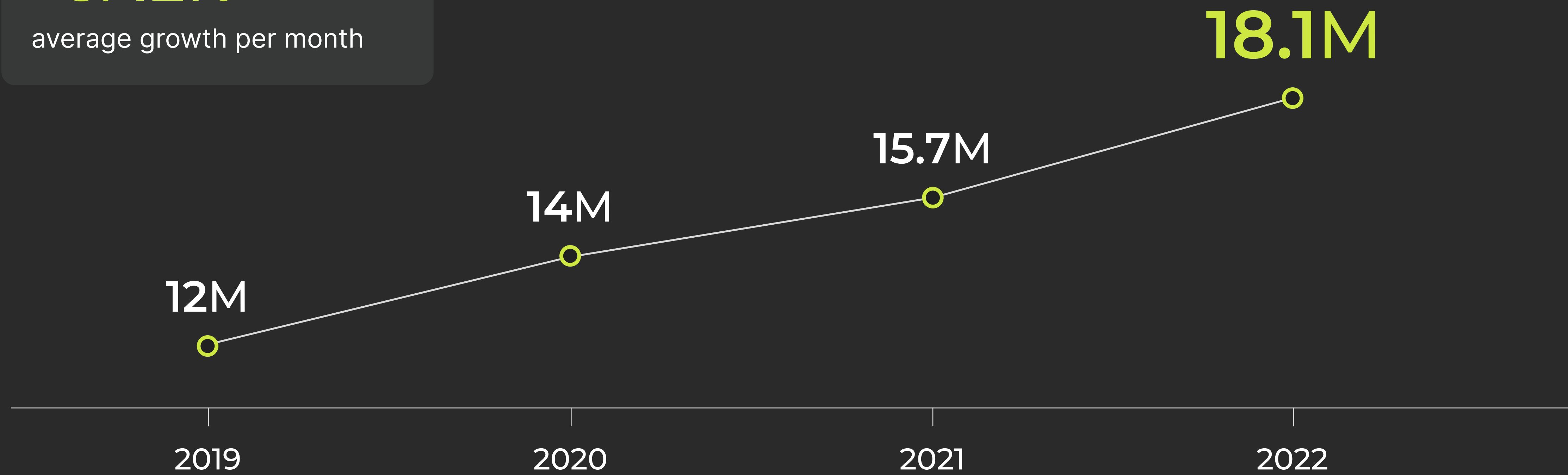
2.5 minutes

average time on page

*according to SimilarWeb

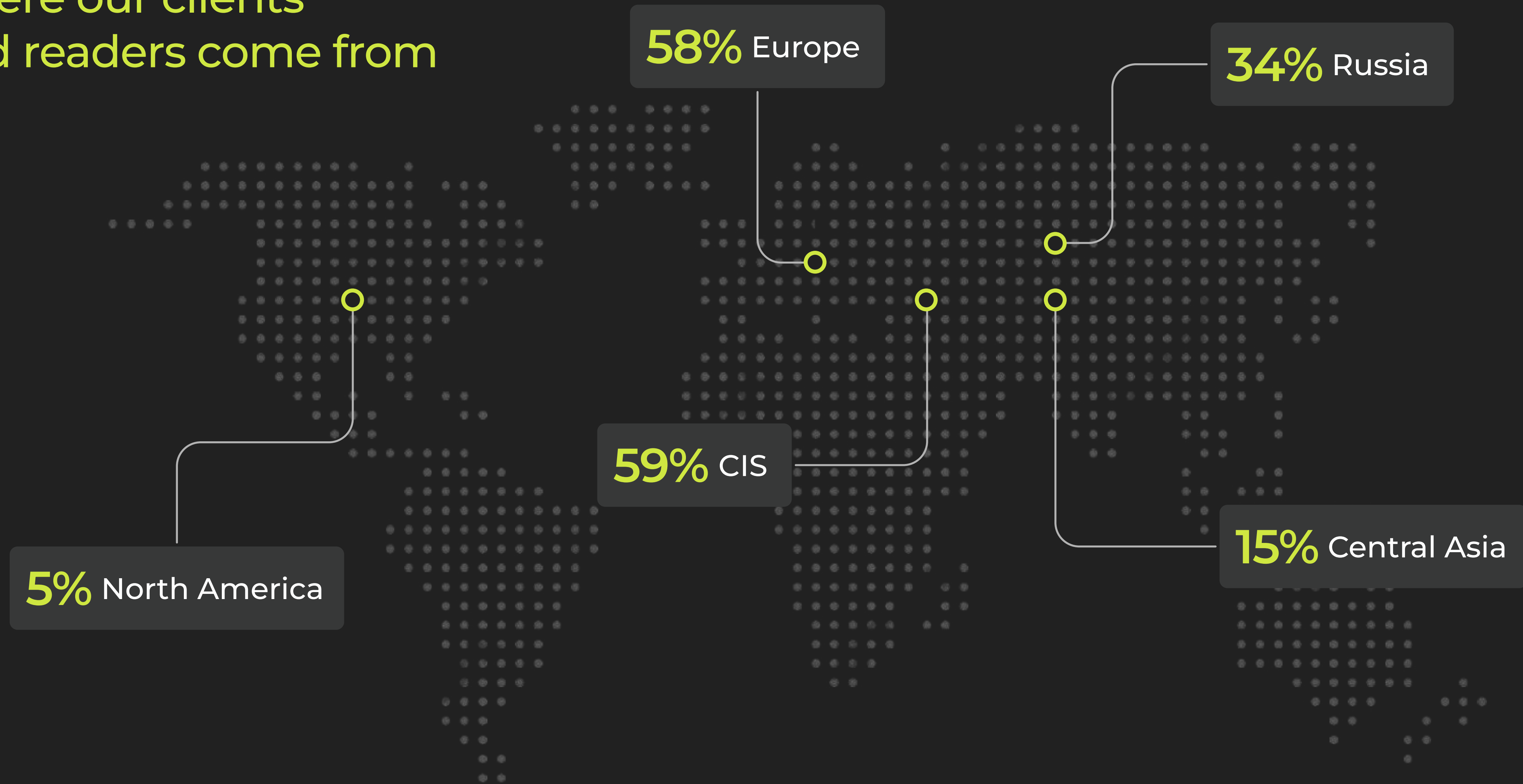
Audience growth

+5.42%
average growth per month



Our audience

where our clients
and readers come from



The main consumer interests of the audience

the areas in which UniPage users most often make purchases

Higher education

Primary and secondary education

Employment

Exam preparation and tutoring

Foreign language learning

Career consulting

Financial and banking services

Investments and real estate

Why advertise with us

Evergreen content

We keep our content up to date and regularly improve it, so our articles remain relevant for years.

Students trust us

Reliable sources and the professional experience of our specialists are the main foundation for our articles. So readers appreciate our recommendations, and your institution can become one of them.

SEO

Due to competent SEO-optimization, our articles only become more popular over time. By the number of articles on the top of search engines, we are ahead of all direct competitors.

Everything has its place

We have over 1.5K articles on different aspects of studying abroad. Whatever your goals are, we will find just the right context.

Here's your target audienc

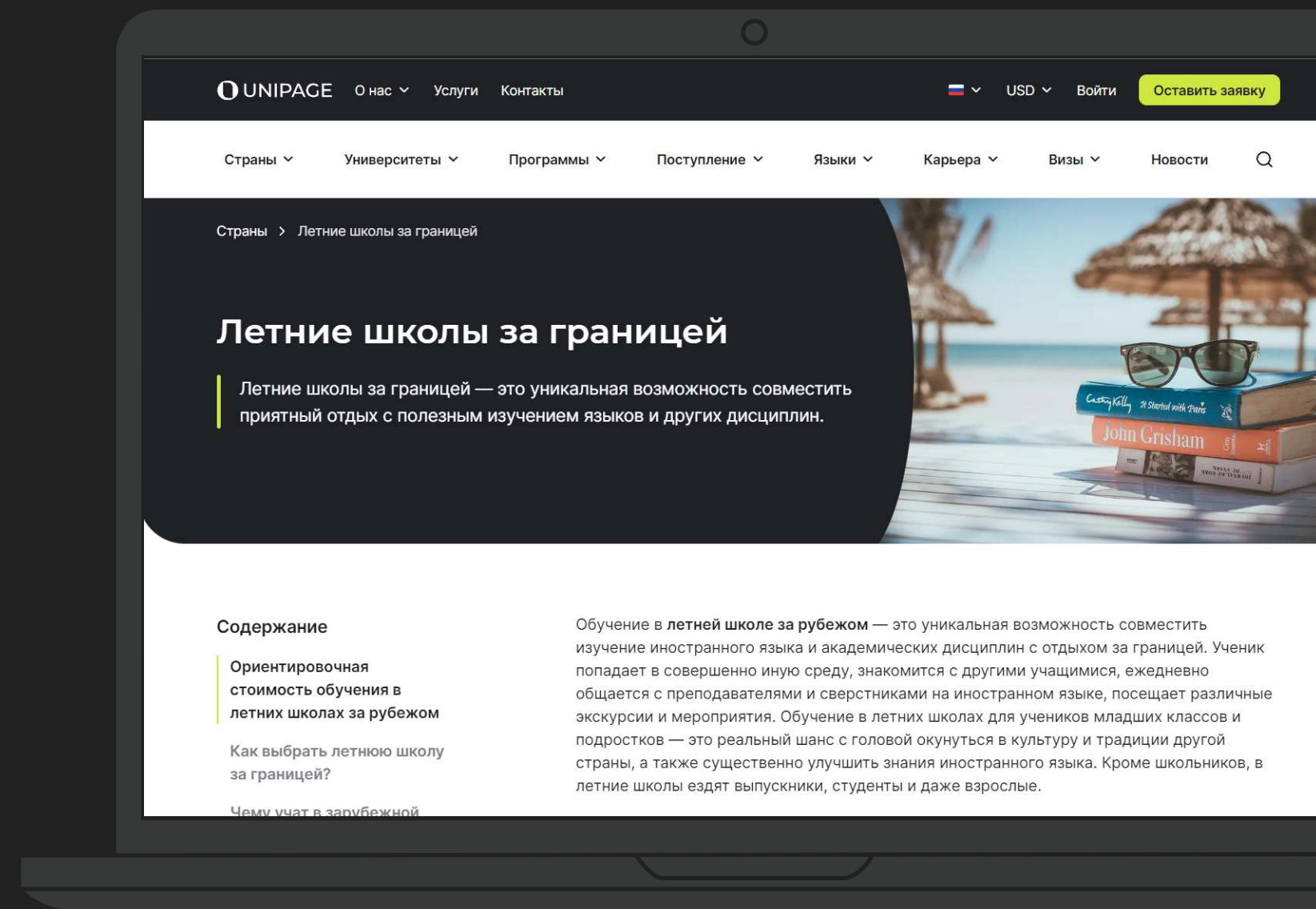
Our readers come to our website for a specific purpose: to find their dream university and learn about the admission process.

Professional team

Our devoted journalists, SMM-managers and designers know how to create bold, thought-provoking, and informative content.

We offer **two advertising formats:**

Text materials



Display advertising



Short note about the institution

It contains factual information
in Russian and English

text materials

UNIPAGE

About Us

Services

Contacts

🇬🇧

USD

Log in

Leave request

Countries

Universities

Programs

Admission

Languages

Career

Immigration

Q

Universities

>

Universities in the USA

>

ND

🇺🇸

Notre Dame, United States

>

www.nd.edu

University of Notre Dame

Applying to ND is easy! Find all the information you need on our website.

UNIPAGE

About Us

Services

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🇬🇧

USD

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Leave request

Countries

Universities

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Admission

Languages

Career

Immigration

Q

Universities

>

Universities in Spain

>

UB

🇪🇸

Barcelona, Spain

>

www.ub.edu

University of Barcelona

UB offers bachelor and master programs. The minimal tuition is 1187 USD. Admission process.

Contents

About UB

UB tuition fees

Master's degree at UB

UB campus

What to do after graduation

About UB

University of Barcelona (UB) — public non-profit university. It is located in Barcelona, Spain. UB was established in 1450 and is one of the oldest higher education institutions in the country. As a member of European University Association (EUA), Coimbra Group, International Forum of Public Universities (IFPU), International Research Universities Network (IRUN), OpenCourseWare Consortium (OCW), UB is actively working on developing the academic environment.

The university is ranked number 184 in QS World University Rankings 2023. The university is highly rated by the independent university ranking THE. It is in the top-90.

UB offers bachelor and master programs in different fields of study.

🌐

Location

Barcelona, Spain

📅

Establishment year

1450

🎓

Students

45,382

🌐

International students

6,979

🇺🇸

Notre Dame, United States

>

www.nd.edu

Establishment year

1842

🌐

International students

1,484

📊

Acceptance rate

19%

Rating in the USA

Rating THE

#244

2021

#47

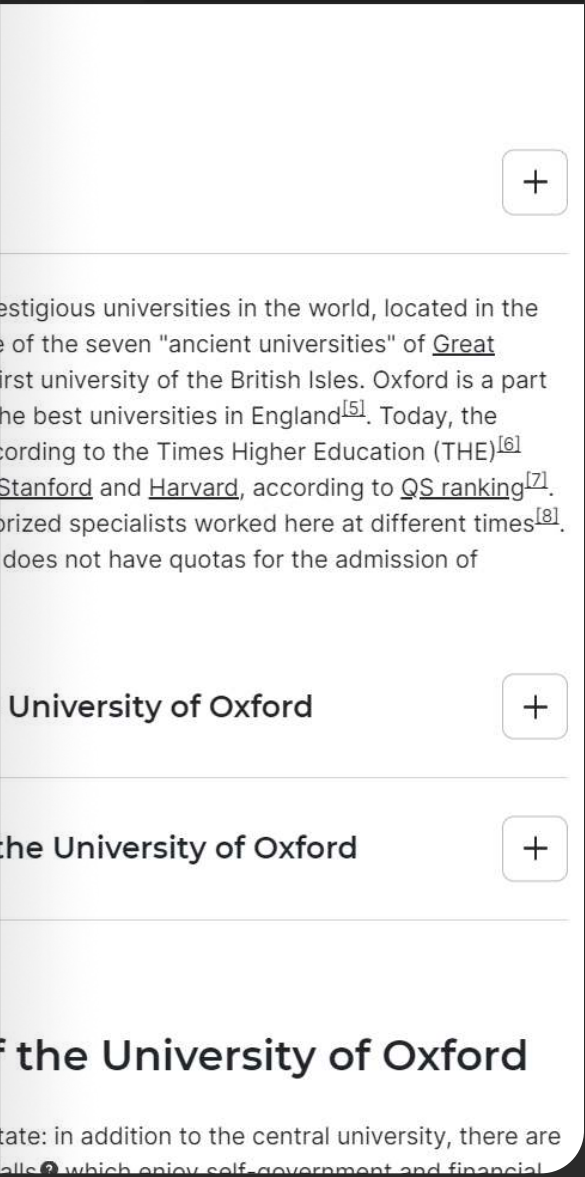
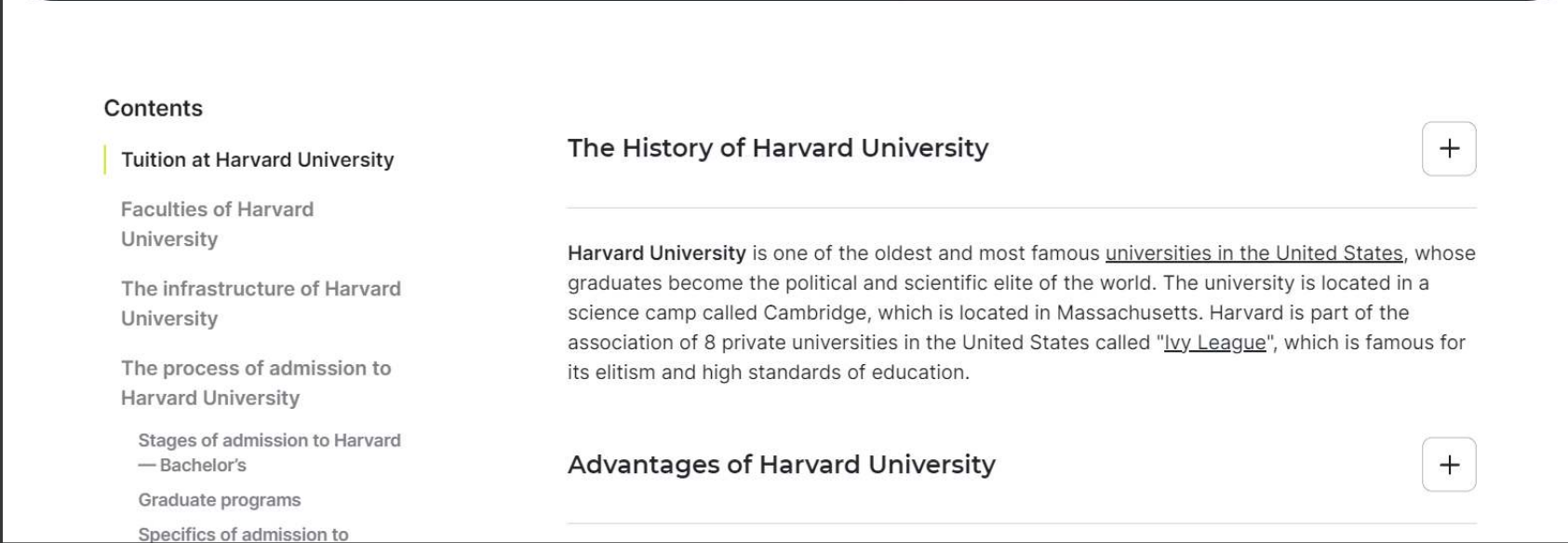
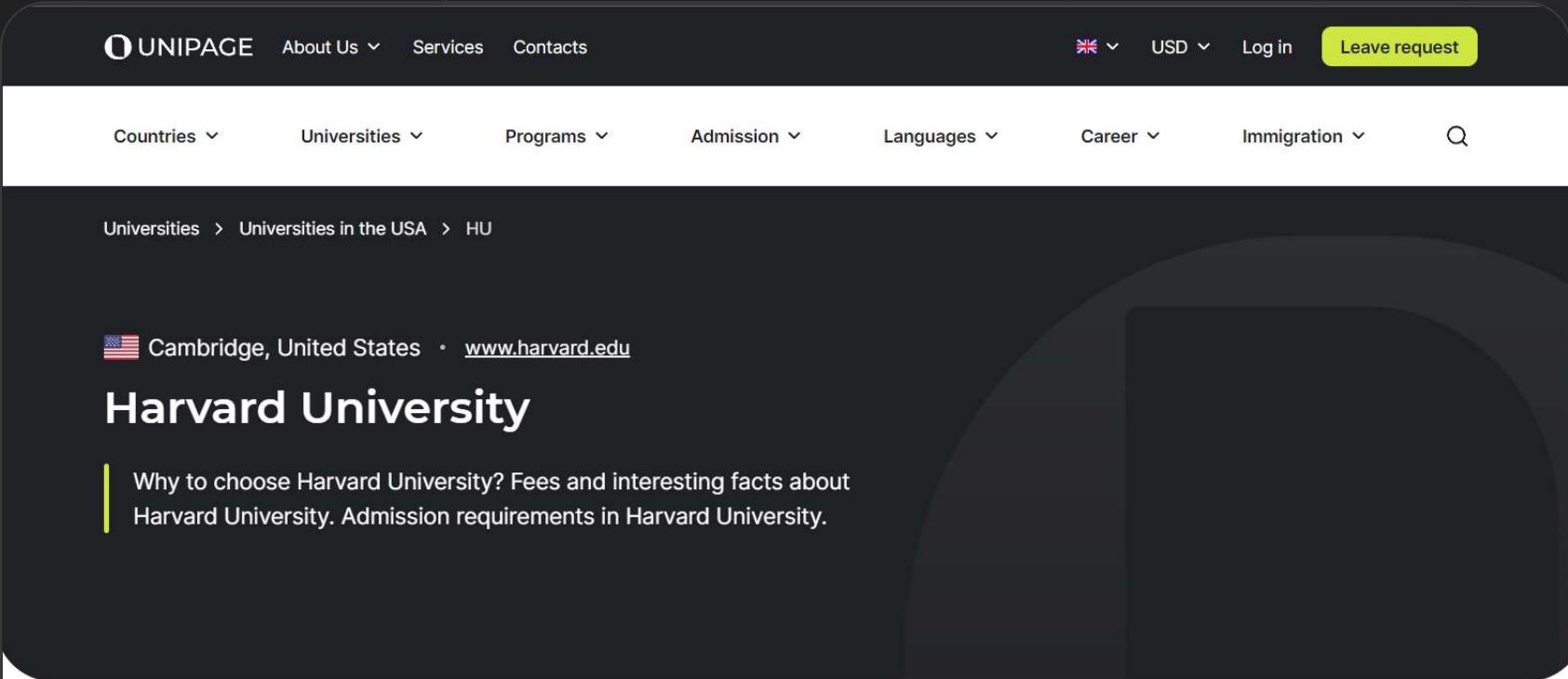
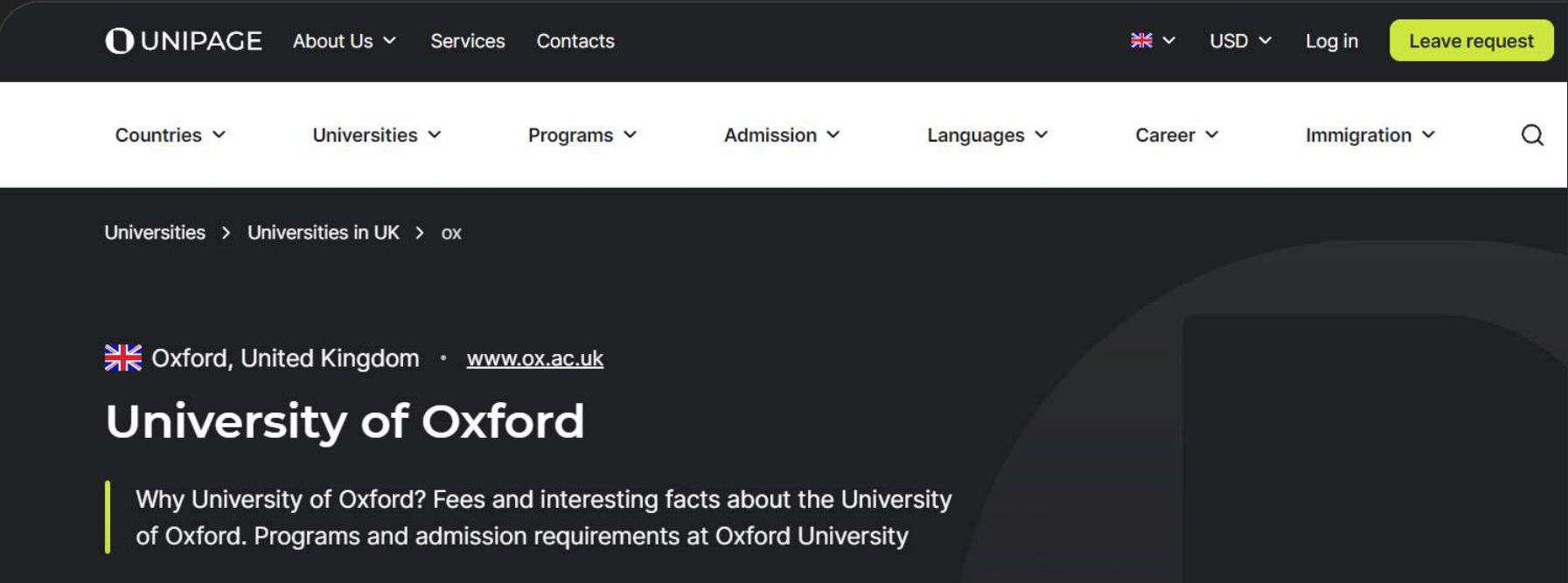
2022

#84

A detailed article

A thorough description of the institution, including but not limited to benefits of education, available programs, admission process, scholarships and grants, history, interesting facts anda photo gallery

text materials



News

text materials

A news article or announcement about an institution-related event published in the news section*

An open house announcement

A new course or program

Mention in the ranking list

And other joyful events

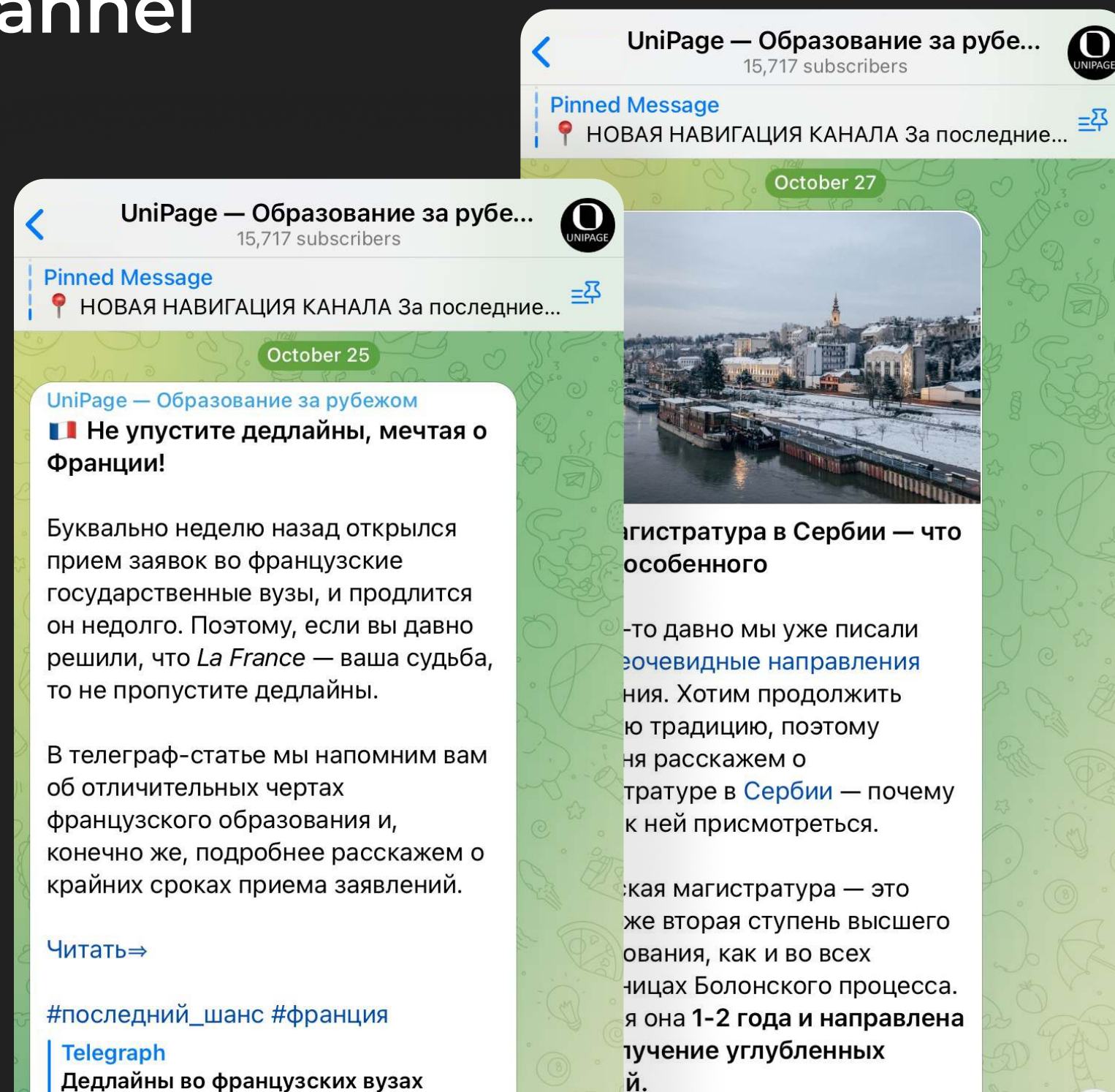
*only in Russian

VK and Telegram posts

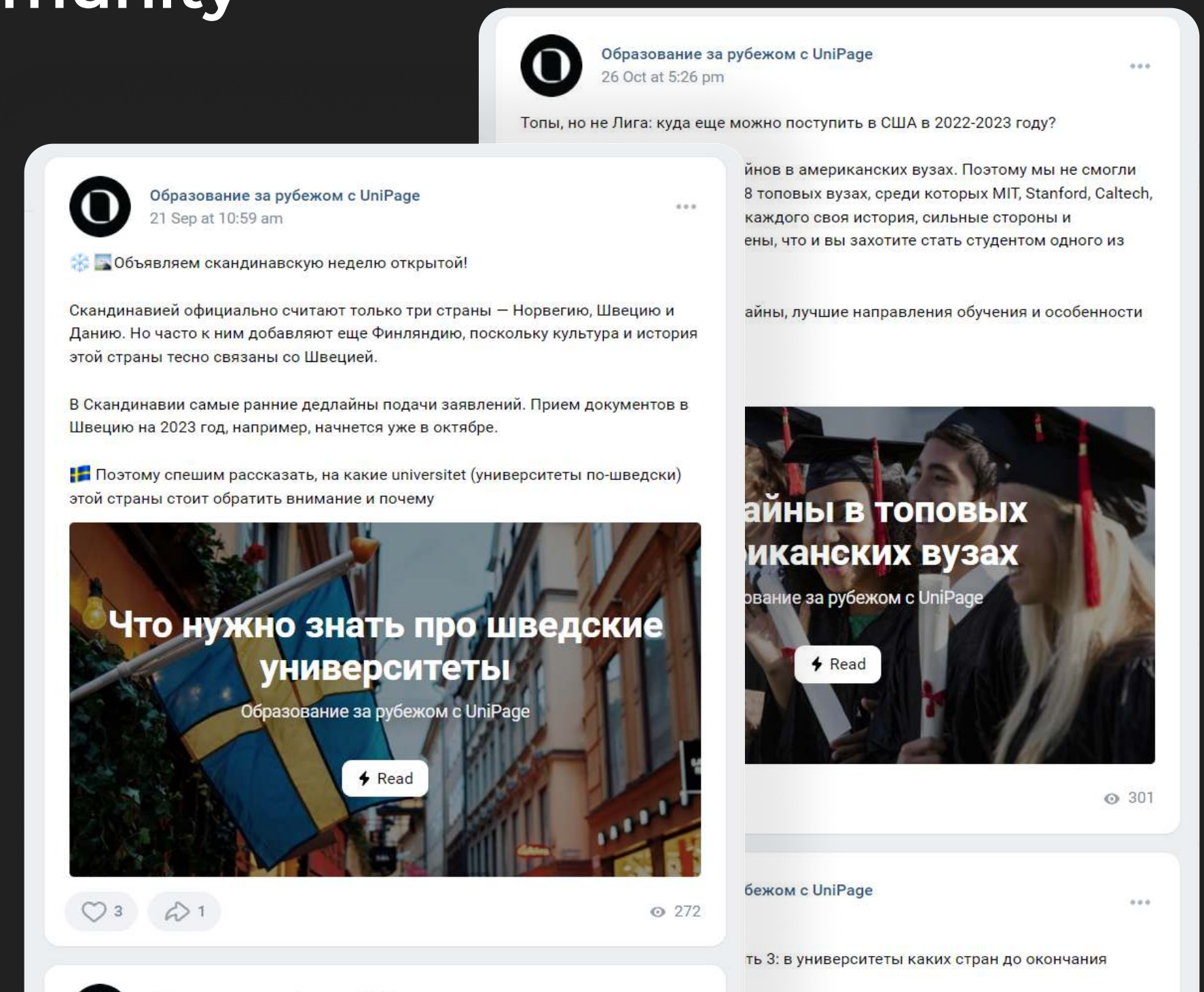
text materials

All of the news, articles, and blog materials are duplicated on UniPage social media*

Telegram-channel



VK community



*only in Russian

Native article

text materials

An article where the client acts as a partner and is only mentioned. That is, we write not about you, but **with you**.

The topic of the article is determined jointly with the client so that it corresponds to the theme of our resource.

We write about:

Higher education abroad

Language learning

Secondary education abroad

Admission abroad

Universities and schools

Student life

Professions and careers

Paperwork required for admission

Soft skills development

Immigration and travel

Visas

Scholarships

A series of articles about the institution

text materials

Three articles about a particular university or language school

Here we can cover following topics:

Personal experience in the form of an interview with a student

Employment and career after graduation or possibilities to enter the university after language school

One day (or week) in an institution through the eyes of a student. For instance, how classes, lunch, events etc. take place

Or any other topic that the most relevant for your institution and will help you get into the heart of the target audience

Mention of the institution in the original material

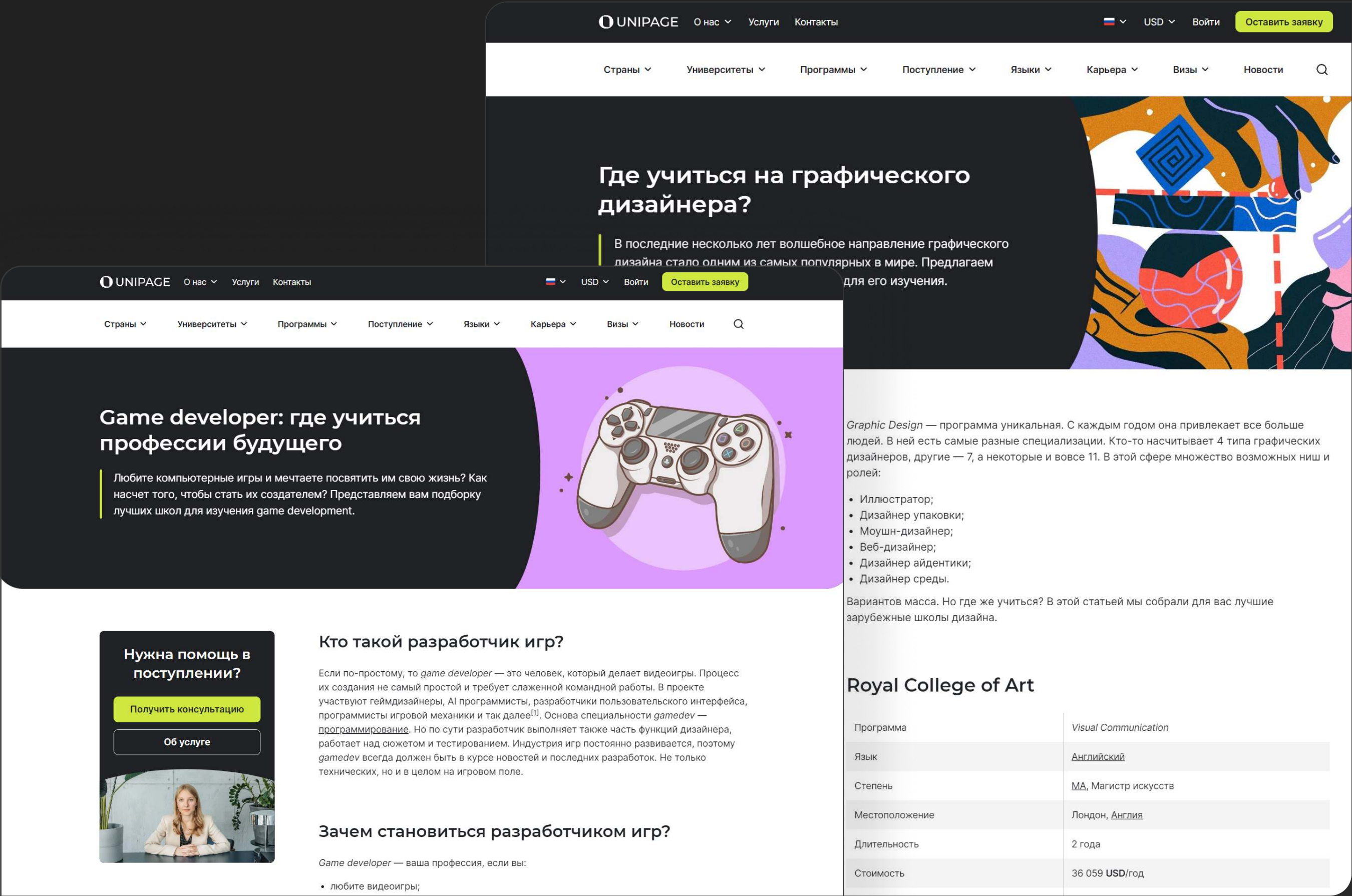
Here we add your university or school to the selection*.

Topics vary from best universities for a particular major to language courses for entering the university without exams.

*primarily in Russian but can be translated into English

More information →

text materials



Pricing

Forms of branded content can be combined in packages (**minimum 3 formats**).

We can also draw up an individual package for you.

250-3,990 USD

depending on the scope of formats

package

Minimum

- profile
- news article (1 pc)
- Telegram and VK post

package

Standard

- profile
- 3 news articles
- Telegram and VK posts
- a detailed article
- native article

package

360°

- profile
- 3 news articles
- Telegram and VK posts
- a detailed article
- 2 native article
- 2 mentions of the institution in the original material
- a series of articles (3 pcs)

Webinar

This format combines all the advantages of native advertising and live communication with the audience.

Increases brand awareness, your expertise and the audience's trust.



Webinar - How to get a Bachelor Degree in USA in 2021?

1,2K views • Streamed 1 year ago

Webinar

terms and pricing

1 590 USD

We organize webinars entirely by ourselves, gather an audience, announce it on our social media, and advertise it for **three weeks** with a banner on all of the pages of our website.

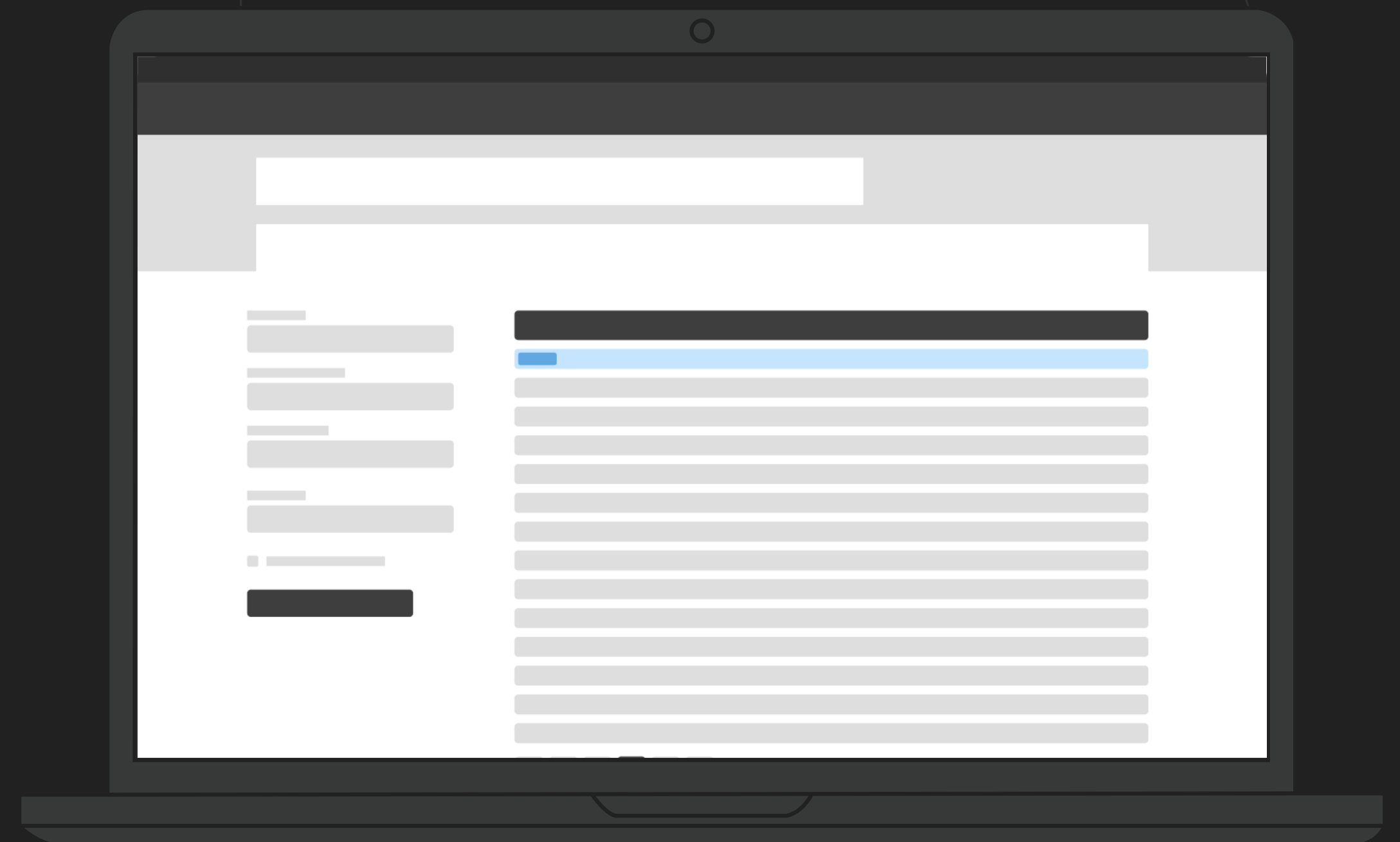
One of UniPage's specialists will host the webinar, and the university or language school representative will be **an invited expert.**

i The total cost depends on the content of the banner and the period we keep the recording on the YouTube channel.

Promotion via search engine

text materials

We place the university or language school on the first line of the university ranking or searching page with a link to the profile.



Promotion via search engine

terms and pricing

University

Placement at the top of the:

- overall university search page;
- overall university search page with a filter by country;
- "Best Universities List" section in articles about universities in a specific country and a city.

6 000-15 000

monthly coverage

790 USD

per month

Language school

Placement at the top of the:

- overall school search page;
- overall school search page with a filter by country or city;
- overall courses search page;

1 000-3 000

monthly coverage

390-490 USD

per month

Program promotion with a direct link

text materials

We place your program with a direct link to your website on the top position in the program search engine.

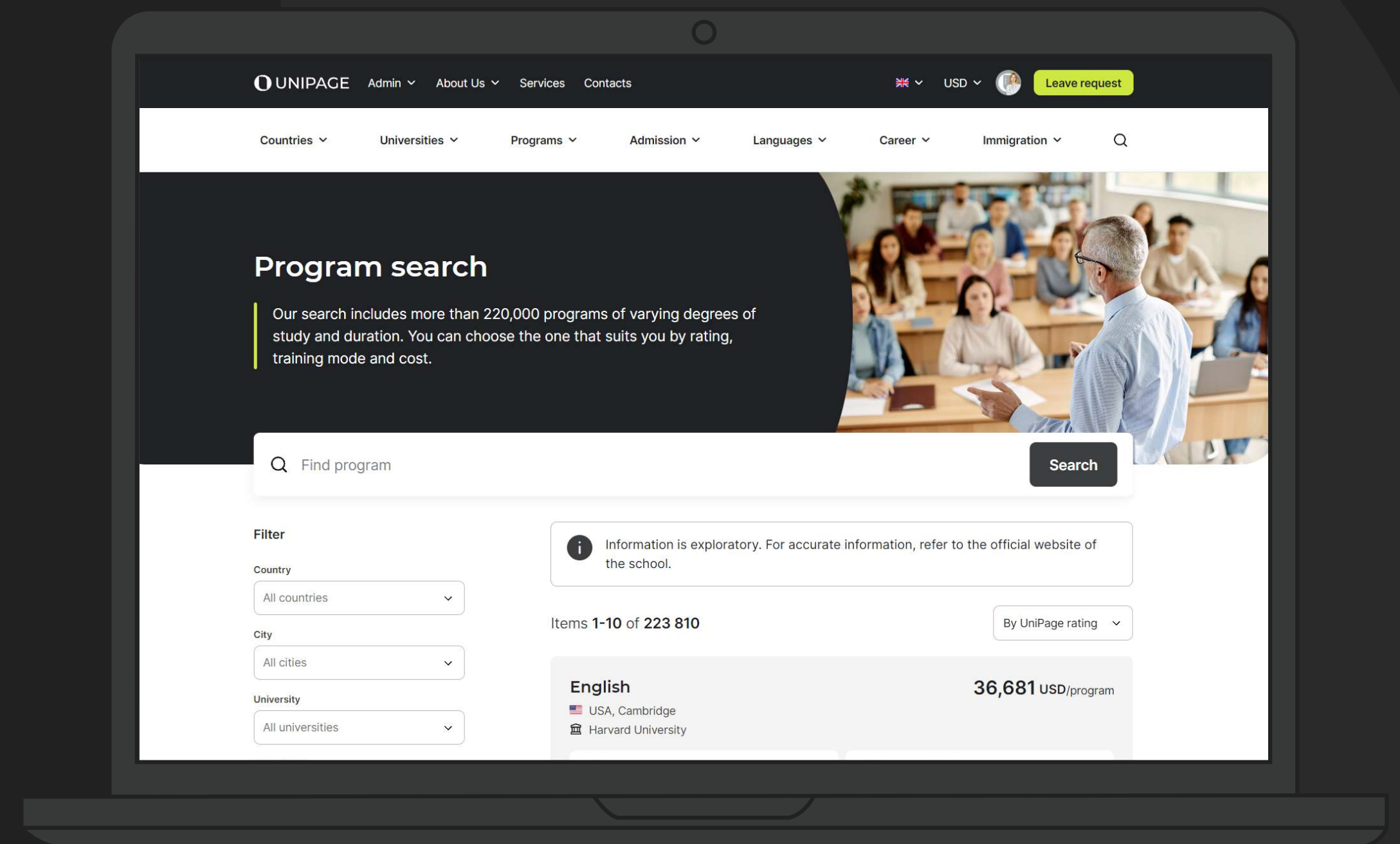
5 000

monthly coverage

450 EUR

per month

unipage.net



Featured Institution

Your institution logo and a short text with a link to your programme, scholarship, or open event

On the homepage
for a month

20 000

coverage

990 USD

cost

At the end of the overall
university or language
schools search page
for a month

5 500

coverage

490 USD

cost

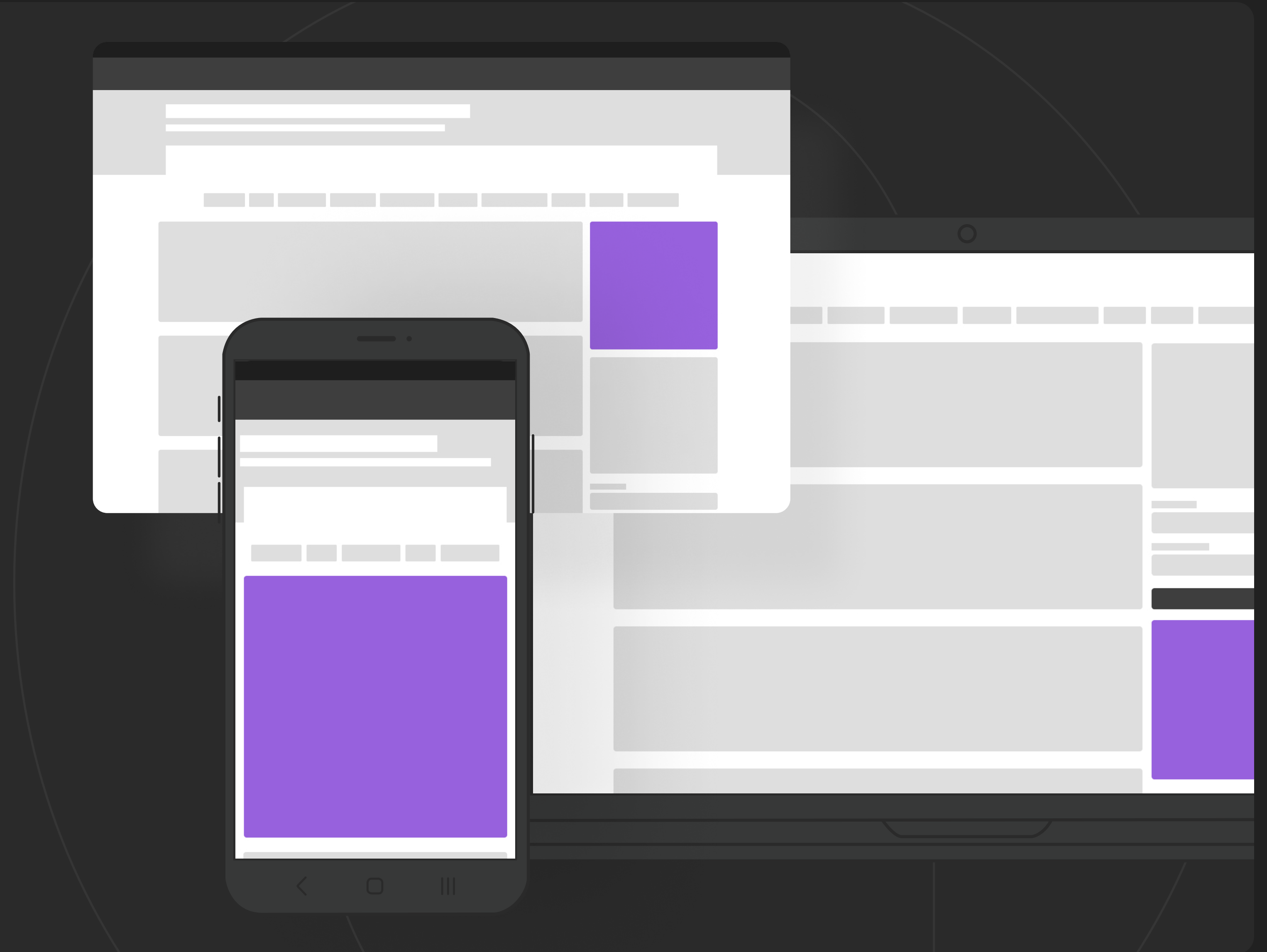
text materials

Banners

available sizes

Medium Rectangle

279×279px

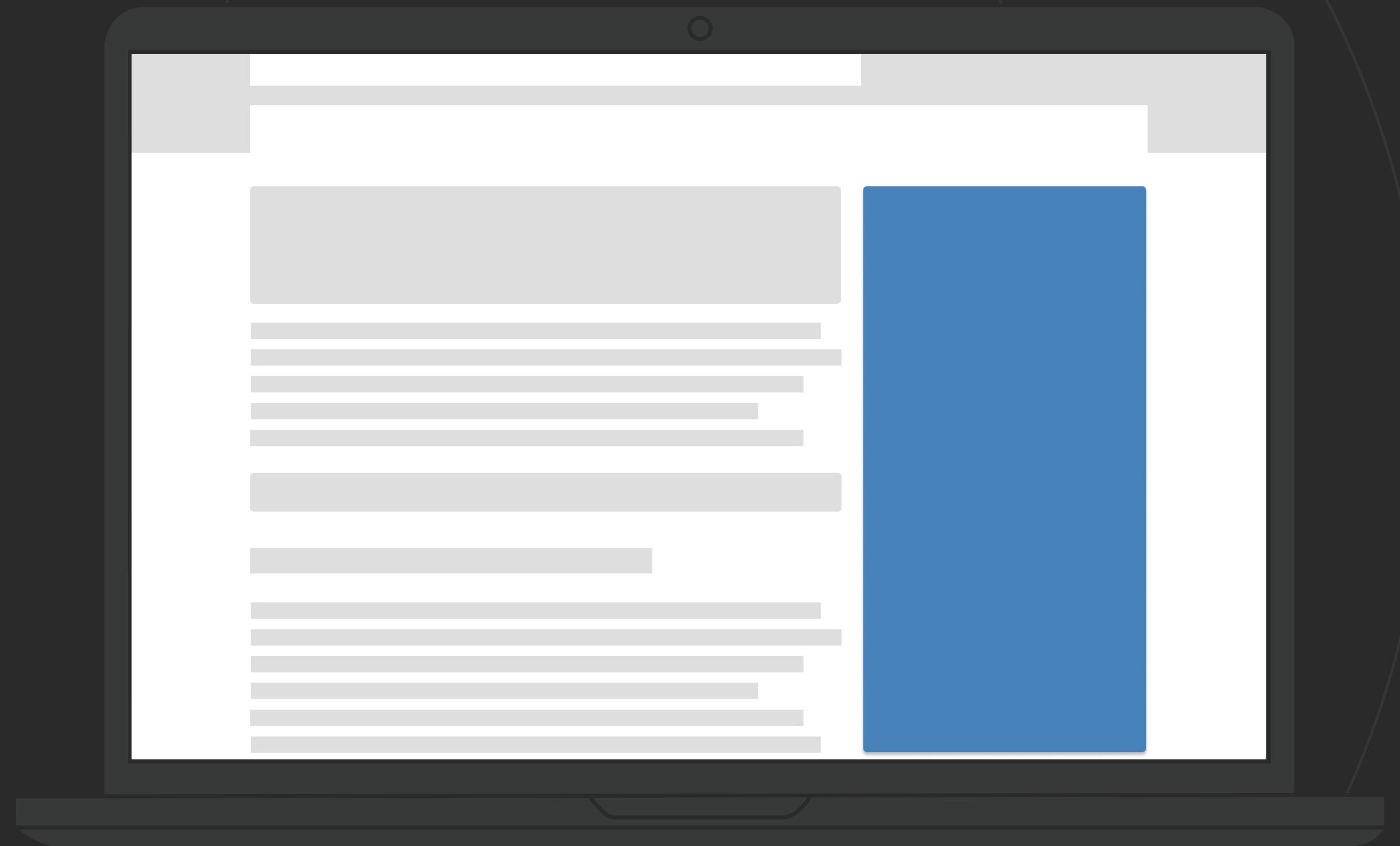


Banners

available sizes

Wide Skyscraper

380×760px



Banners

available sizes

Leaderboard

793×158px



Banners

terms and pricing

In one **related** article
for a month

Examples of articles

- Образование в стране
- Экзамен IELTS
- Курсы в стране
- Дистанционное образование

5 000-20 000

coverage

190-390 USD

price

In several articles **within one section**
or topic
for a month

Examples of articles on the topic of Master's degree

- Магистратура в США
- Магистратура в Германии
- Магистратура во Франции

10 000-60 000

coverage

590-790 USD

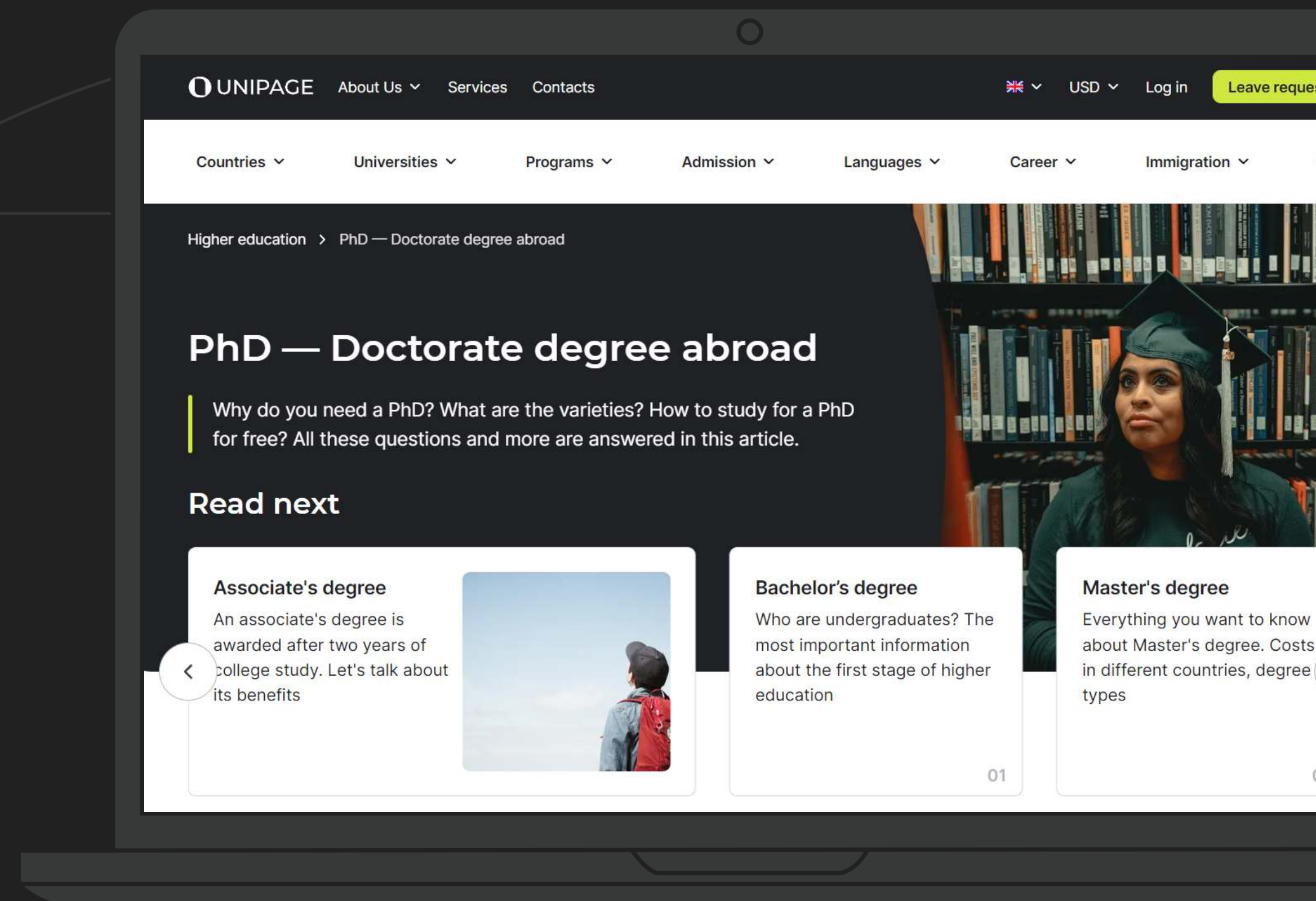
price

English translation

Our website is bilingual. To reach the largest audience and attract foreign students, we can translate and publish all prepared articles* into English.

In this case, the cost of services **increases twofold.**

*except news and blog materials

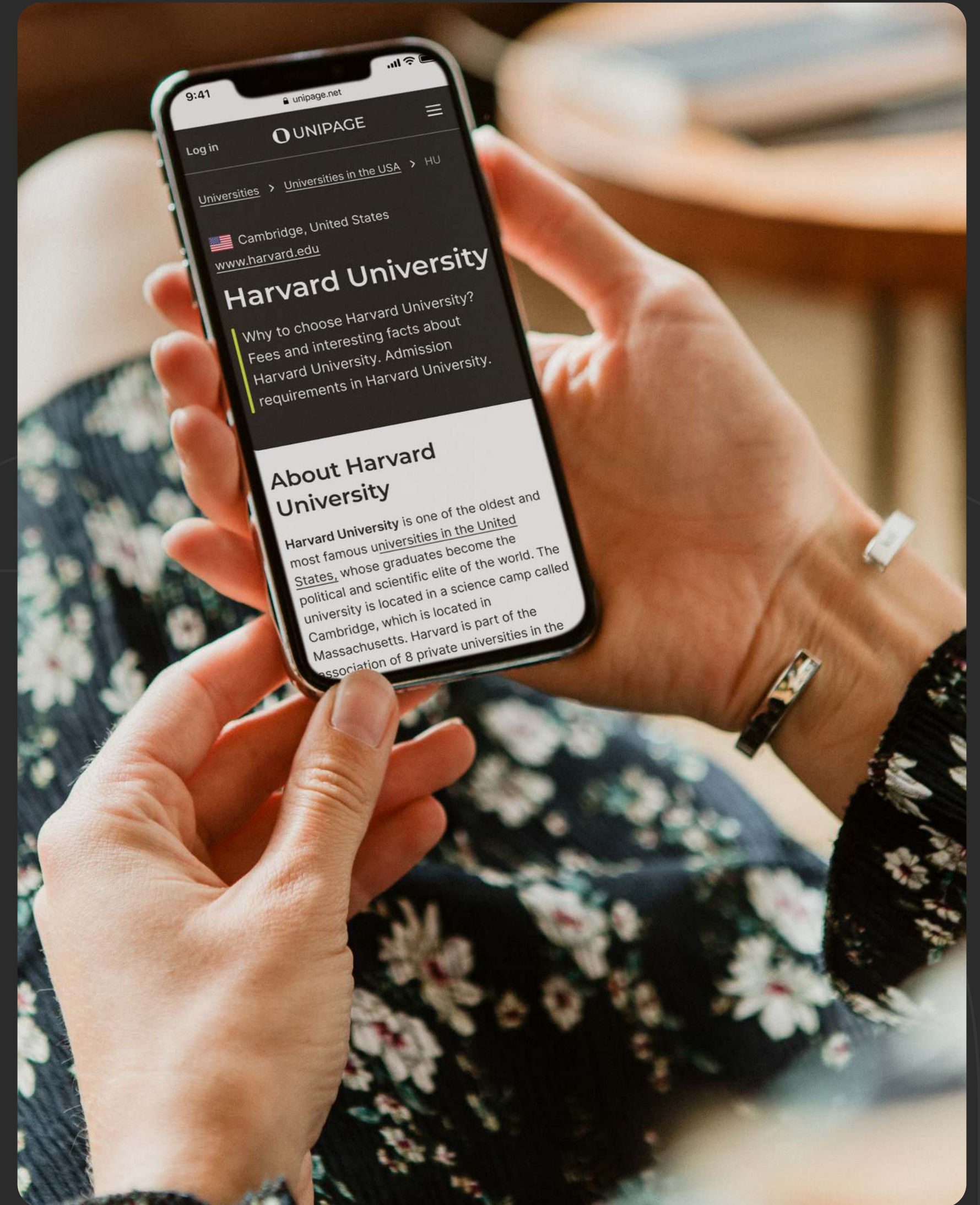


Not sure which format is best for you?

Fill out the brief and we will create the perfect offer for you.

Fill out the brief

unipage.net



Whatever your goals are, we are sure that we will find the most efficient format for them as well as the right place on our website.

Let's have a call and discuss the details.

Contact us here:

media@unipage.net

[Terms and Conditions](#)

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2022