mediakit UNIPAGE education abroad

unipage.net



2022



Our company today is:



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



total impressions per year

75%

users come from search engines

79%

unique pageviews

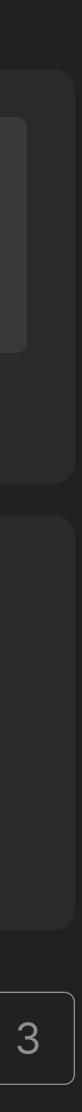
*according to SimilarWeb



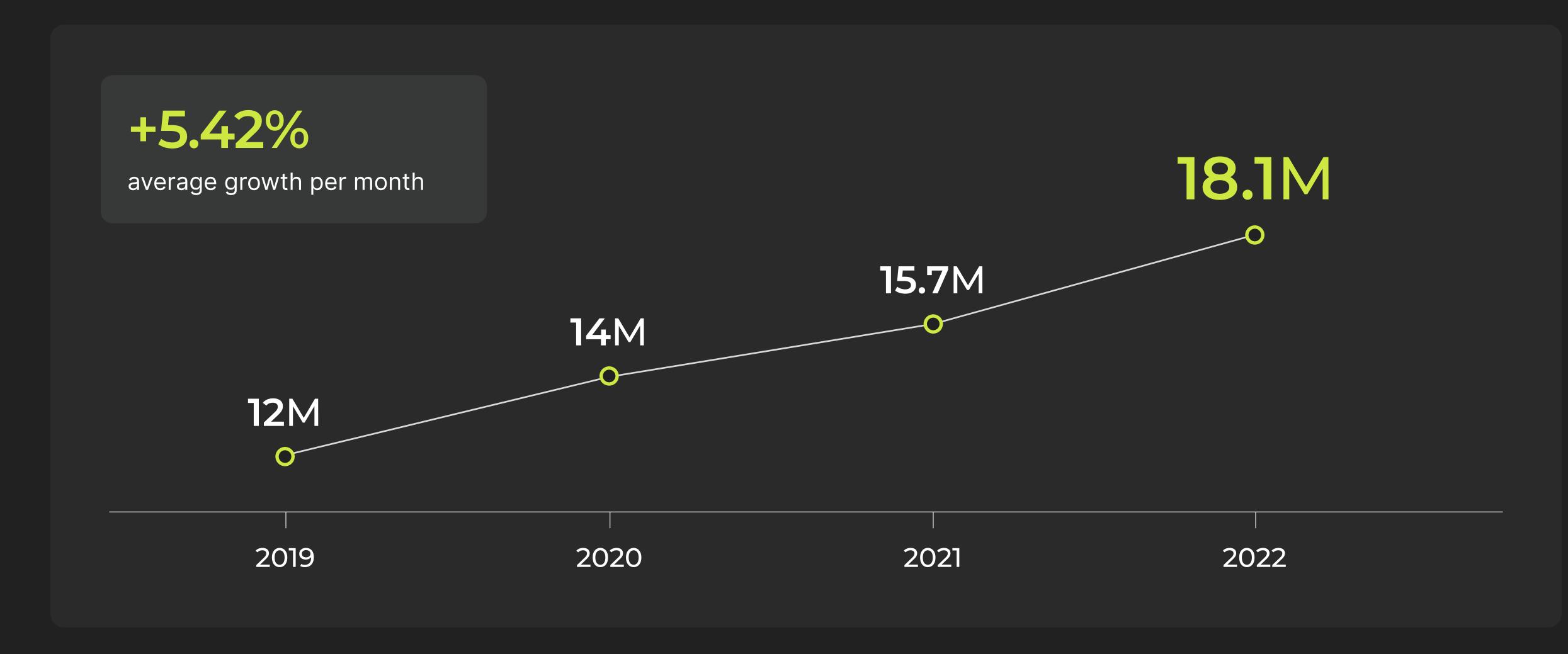
average pageviews



average time on page



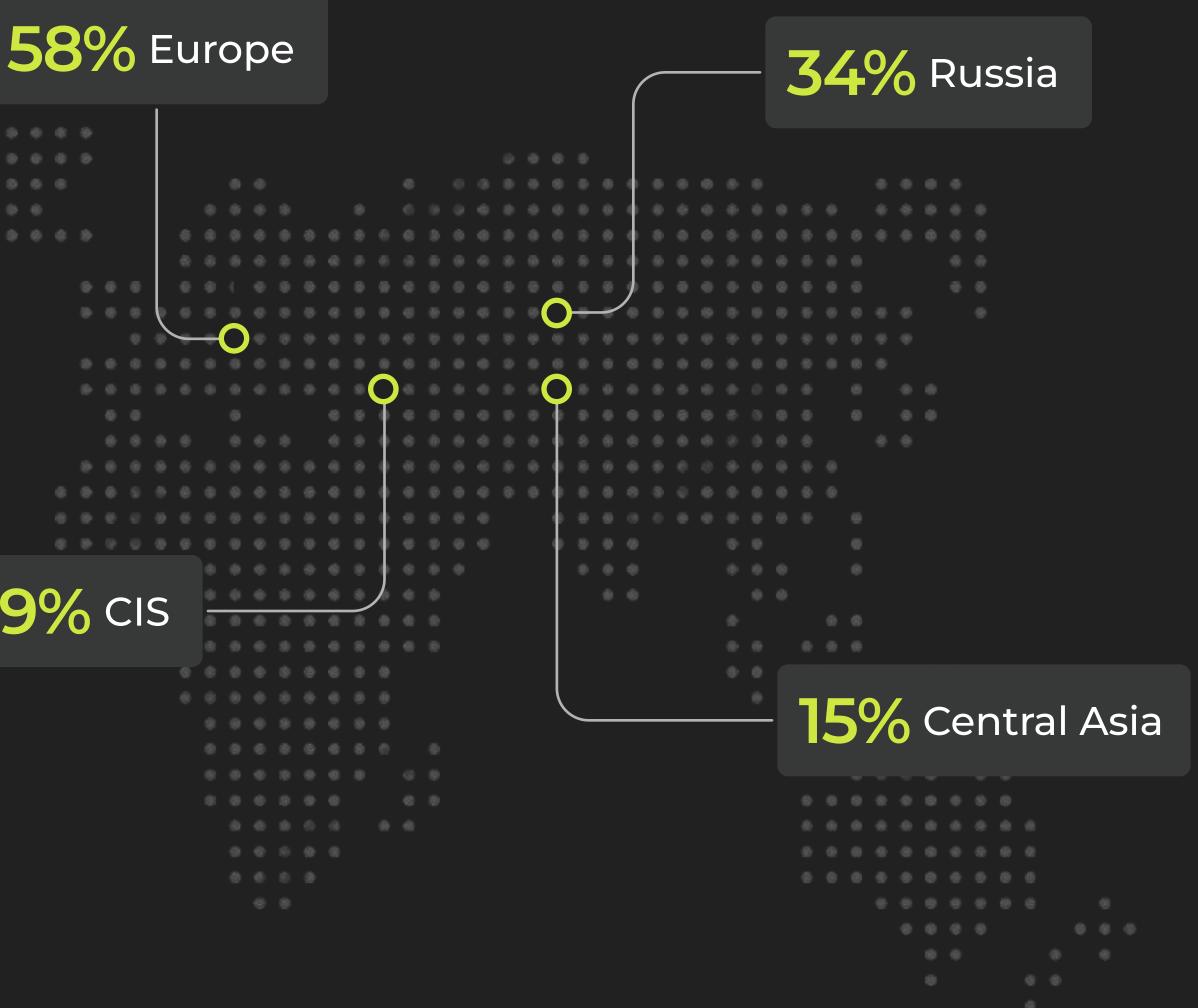
Audience growth

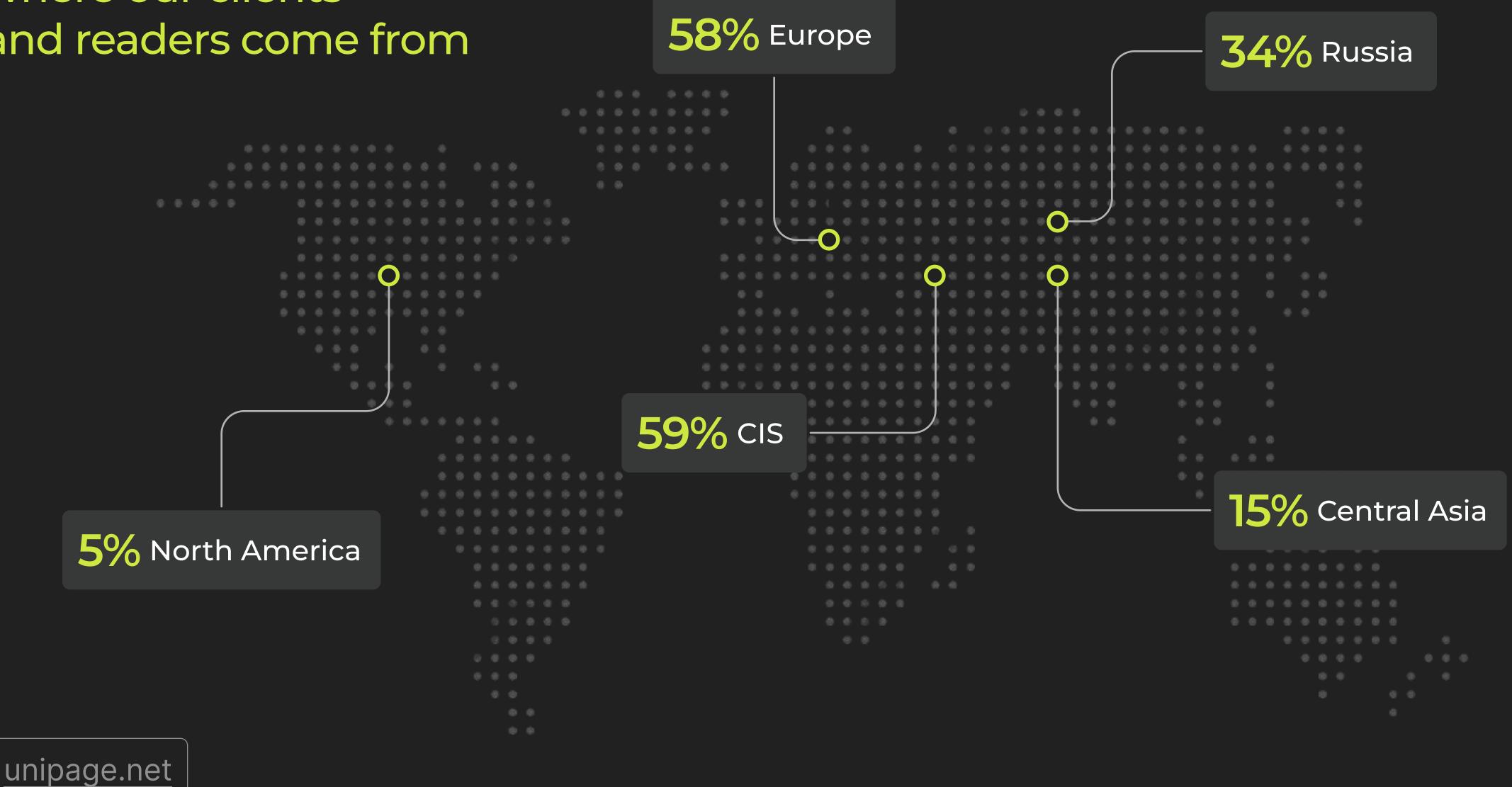






Our audience where our clients and readers come from







The main consumer interests of the audience the areas in which UniPage users most often make purchases

Higher education

Employment

Foreign language learning

Financial and banking services



Primary and secondary education

Exam preparation and tutoring

Career consulting

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. 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.

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.

<u>unipage.net</u>

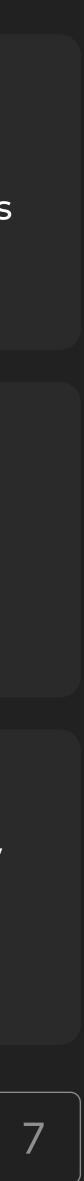
Students trust us

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.

Professional team

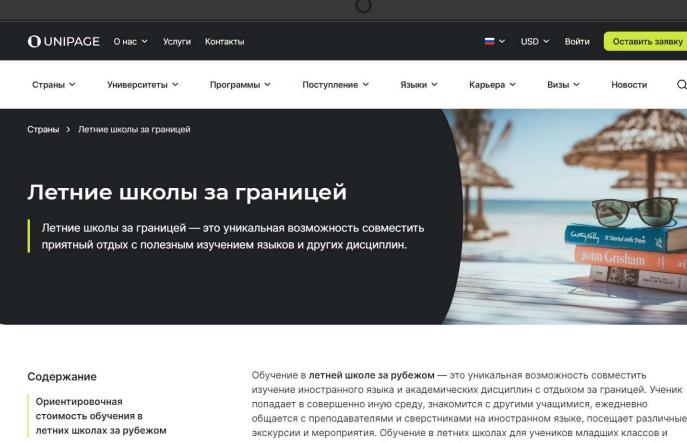
Our devoted journalists, SMM-managers and designers know how to create bold, thought-provoking, and informative content.



We offer two advertising formats:

Text materials

unipage.net

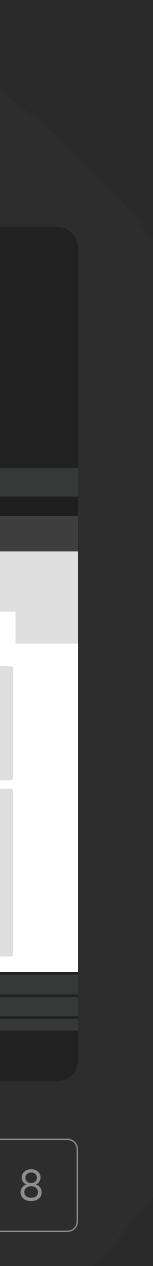


Как выбрать летнюю школу за границей?

подростков — это реальный шанс с головой окунуться в культуру и традиции другой страны, а также существенно улучшить знания иностранного языка. Кроме школьников, в летние школы ездят выпускники, студенты и даже взрослые.

Display advertising

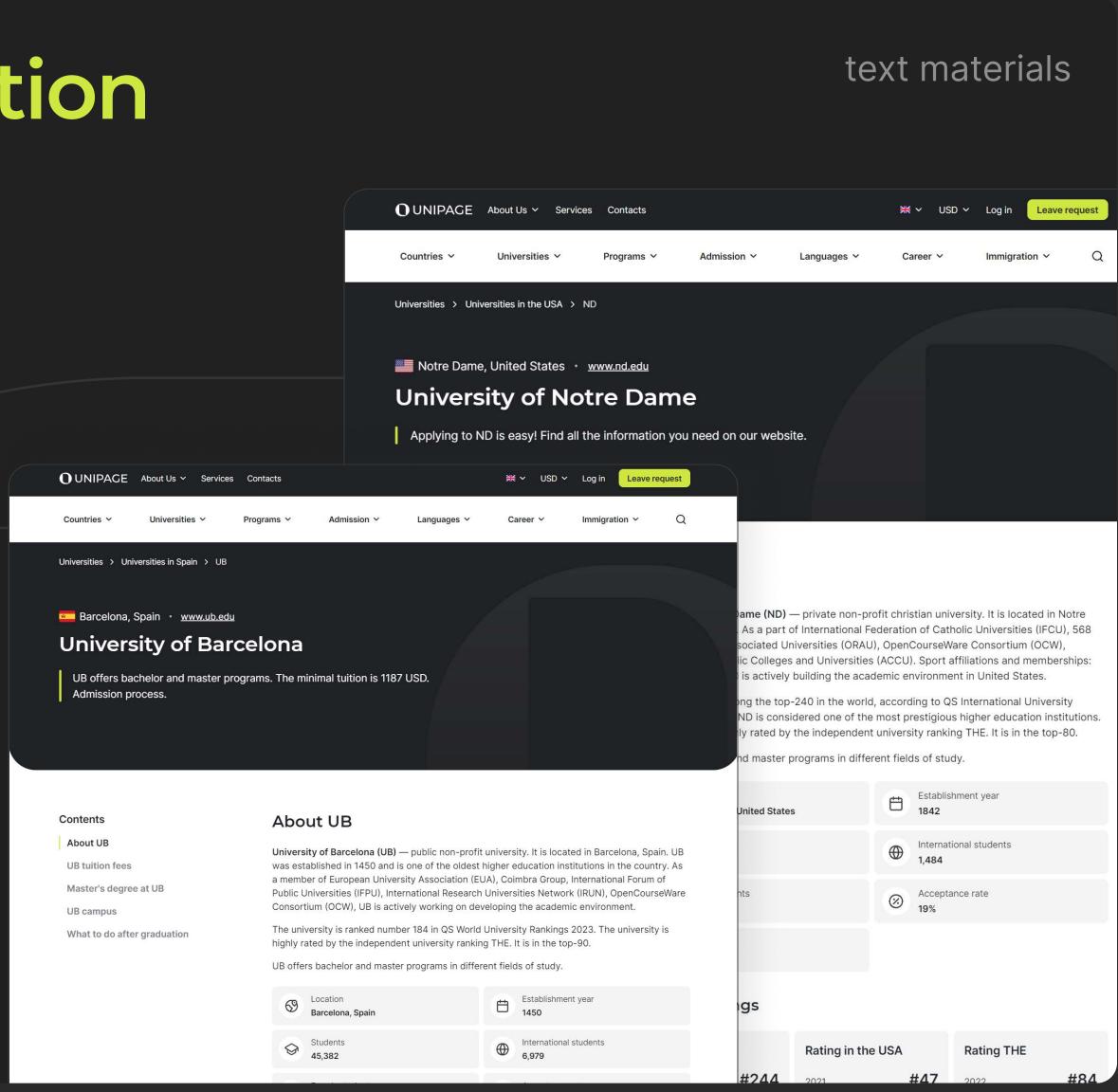




Short note about the institution

It contains factual information in Russian and English







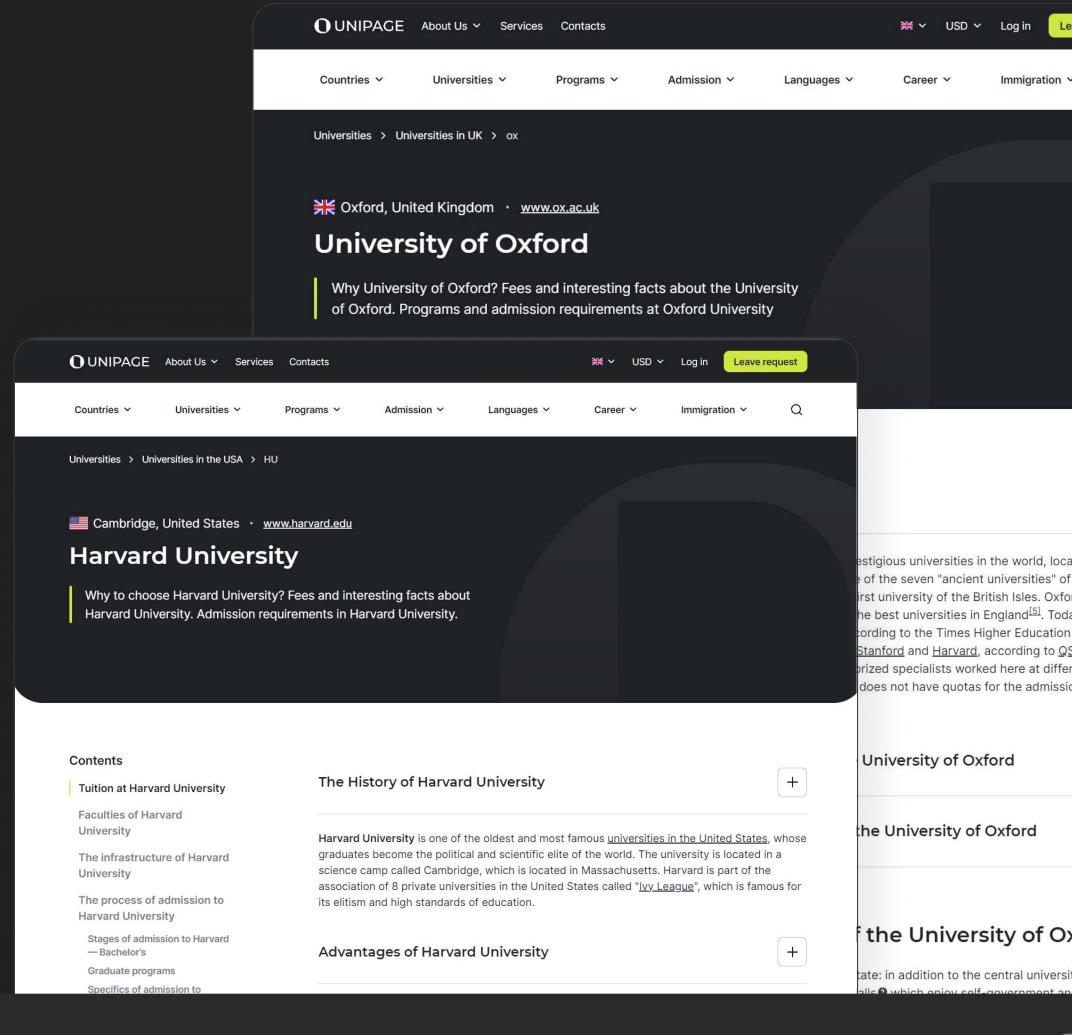


A detailed article

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



text materia



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A news article or announcement about an institutionrelated event published in the <u>news section</u>*

An open house announcement

Mention in the ranking list

*only in Russian

text materials

A new course or program

And other joyful events



VK and Telegram posts

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

Telegram-channel

UniPage — Образование за рубе... 15,717 subscribers

Pinned Message

НОВАЯ НАВИГАЦИЯ КАНАЛА За последние...

October 25

UniPage — Образование за рубежом

🚺 Не упустите дедлайны, мечтая о Франции!

Буквально неделю назад открылся прием заявок во французские государственные вузы, и продлится он недолго. Поэтому, если вы давно решили, что La France — ваша судьба, то не пропустите дедлайны.

В телеграф-статье мы напомним вам об отличительных чертах французского образования и, конечно же, подробнее расскажем о крайних сроках приема заявлений.

Читать⇒

#последний_шанс #франция Telegraph Дедлайны во французских вузах нгистратура в Сербии — что особенного

UniPage — Образование за рубе...

15,717 subscribers

October 27

📍 НОВАЯ НАВИГАЦИЯ КАНАЛА За последние...

Pinned Message

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<u>=</u>45

-то давно мы уже писали зочевидные направления ния. Хотим продолжить ю традицию, поэтому ня расскажем о тратуре в Сербии — почему к ней присмотреться.

кая магистратура — это же вторая ступень высшего ования, как и во всех ницах Болонского процесса. я она 1-2 года и направлена тучение углубленных й.

*only in Russian

text materials



VK community



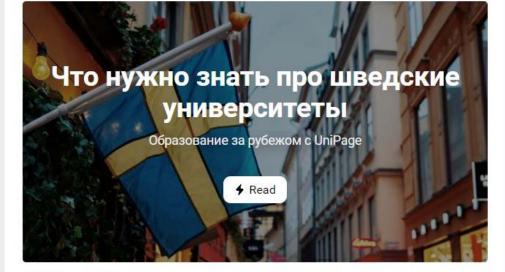
Образование за рубежом с UniPage 1 Sep at 10:59 am

👬 🌄 Объявляем скандинавскую неделю открытой!

Скандинавией официально считают только три страны — Норвегию, Швецию и Данию. Но часто к ним добавляют еще Финляндию, поскольку культура и история этой страны тесно связаны со Швецией

В Скандинавии самые ранние дедлайны подачи заявлений. Прием документов в Швецию на 2023 год, например, начнется уже в октябре.

F Поэтому спешим рассказать, на какие universitet (университеты по-шведски) этой страны стоит обратить внимание и почему



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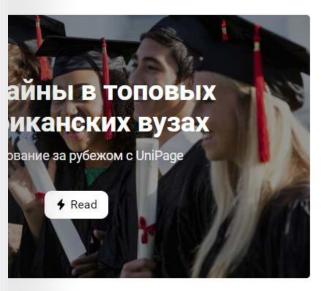


Образование за рубежом с UniPage 26 Oct at 5:26 pm

Топы, но не Лига: куда еще можно поступить в США в 2022-2023 году?

йнов в американских вузах. Поэтому мы не смогли 8 топовых вузах, среди которых MIT, Stanford, Caltech, каждого своя история, сильные стороны и ены, что и вы захотите стать студентом одного из

айны, лучшие направления обучения и особенности



O 301

бежом с UniPage

⊙ 272

ть 3: в университеты каких стран до окончания



Native article

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

We write about:

Higher education abroad

Secondary education abroad

Universities and schools

Professions and careers

Soft skills development

Visas



text materials

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

Language learning

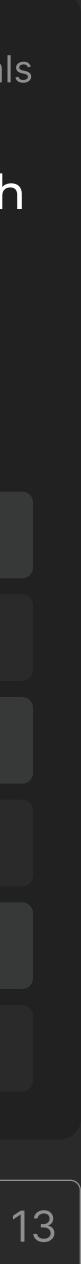
Admission abroad

Student life

Paperwork required for admission

Immigration and travel

Scholarships



A series of articles about the institution

Three articles about a particular university or language school

Here we can cover following topics:

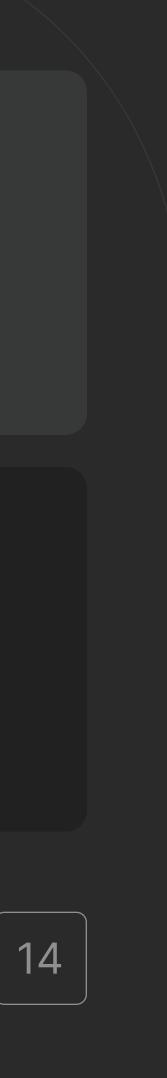
Personal experience in the form of an interview with a student

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



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

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*.

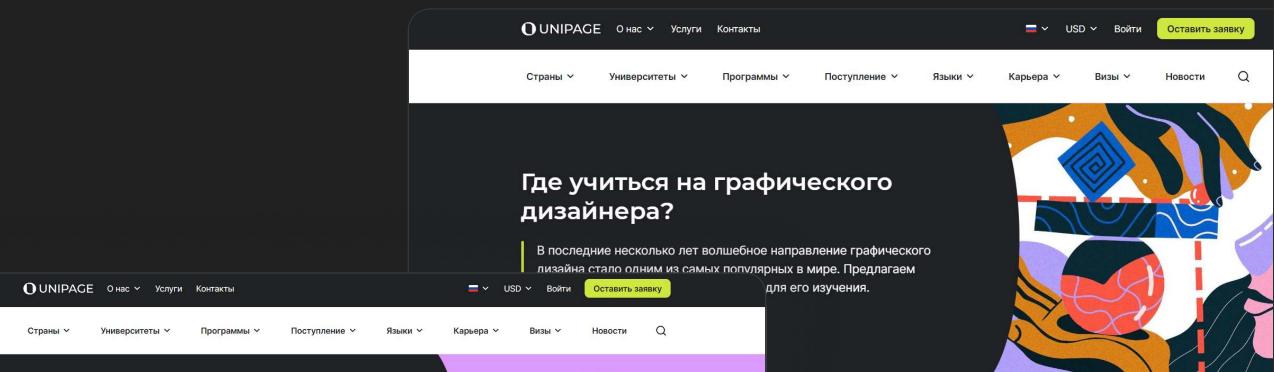
Topics vary from best universities for a particular major to language courses for entering the university without exams.

*primarily in Russian but can be translated into English

More information \rightarrow



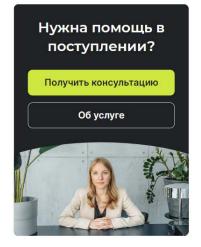
text materials



Game developer: где учиться профессии будущего

Любите компьютерные игры и мечтаете посвятить им свою жизнь? Как насчет того, чтобы стать их создателем? Представляем вам подборку лучших школ для изучения game development





Кто такой разработчик игр?

Если по-простому, то game developer — это человек, который делает видеоигры. Процесс их создания не самый простой и требует слаженной командной работы. В проекте участвуют геймдизайнеры, АІ программисты, разработчики пользовательского интерфейса, программисты игровой механики и так далее^[1]. Основа специальности gamedev программирование. Но по сути разработчик выполняет также часть функций дизайнера, работает над сюжетом и тестированием. Индустрия игр постоянно развивается, поэтому gamedev всегда должен быть в курсе новостей и последних разработок. Не только технических, но и в целом на игровом поле.

Зачем становиться разработчиком игр?

Game developer — ваша профессия, если вы:

• любите видеоигры

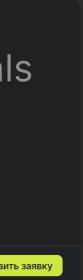
Graphic Design — программа уникальная. С каждым годом она привлекает все больше людей. В ней есть самые разные специализации. Кто-то насчитывает 4 типа графических дизайнеров, другие — 7, а некоторые и вовсе 11. В этой сфере множество возможных ниш и олей:

- Иллюстратор
- Дизайнер упаковки;
- Моушн-дизайнер;
- Веб-дизайнер;
- Дизайнер айдентики;
- Дизайнер среды.

ариантов масса. Но где же учиться? В этой статьей мы собрали для вас лучшие зарубежные школы дизайна.

Royal College of Art

Программа	Visual Communication
Язык	Английский
Степень	МА, Магистр искусств
Местоположение	Лондон, <u>Англия</u>
Длительность	2 года
Стоимость	36 059 USD /год







Pricing

Forms of branded content can be combined in packages (minimum 3 formats). We can also draw up an individual package for you.

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

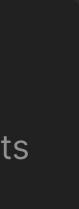
unipage.net

250-3,990 USD

depending on the scope of formats

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.



OUNIPAGE • Webinar

BACHELOR DEGREE IN THE US

23rd December 2021, Wed

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

1,2K views • Streamed 1 year ago







Webinar terms and pricing

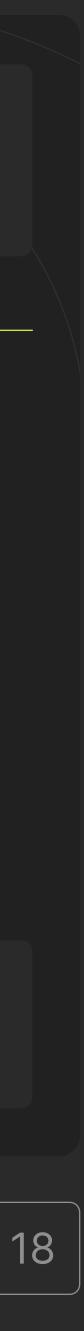
We organize webinars entirely by ourselves, gather an audience, announce it on our social media, and advertise it for three weeks with a banner on all of the pages of our website.

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



1590 USD

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



Promotion via search engine

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



790USD per month



Language school

Placement at the top of the:

- overall <u>school search page</u>;
- overall school search page with a filter by <u>country</u> or city;
- overall <u>courses search page</u>;





per month



Program promotion with a direct link

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





unipage.net

text materials

OUNIPAGE Admin ~ About L	Js 🛩 Services Contacts	₩ ~ USD ~ 💮 Leave request
Countries Y Universities Y	Programs 🗸 Admission 🗸 Languages	∽ Career ∽ Immigration ∽ Q
	n 220,000 programs of varying degrees of hoose the one that suits you by rating,	
Q Find program		Search
Q Find program Filter Country	Information is exploratory. For accuthe school.	Search rate information, refer to the official website of
Filter		
Filter Country All countries	the school.	rate information, refer to the official website of



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

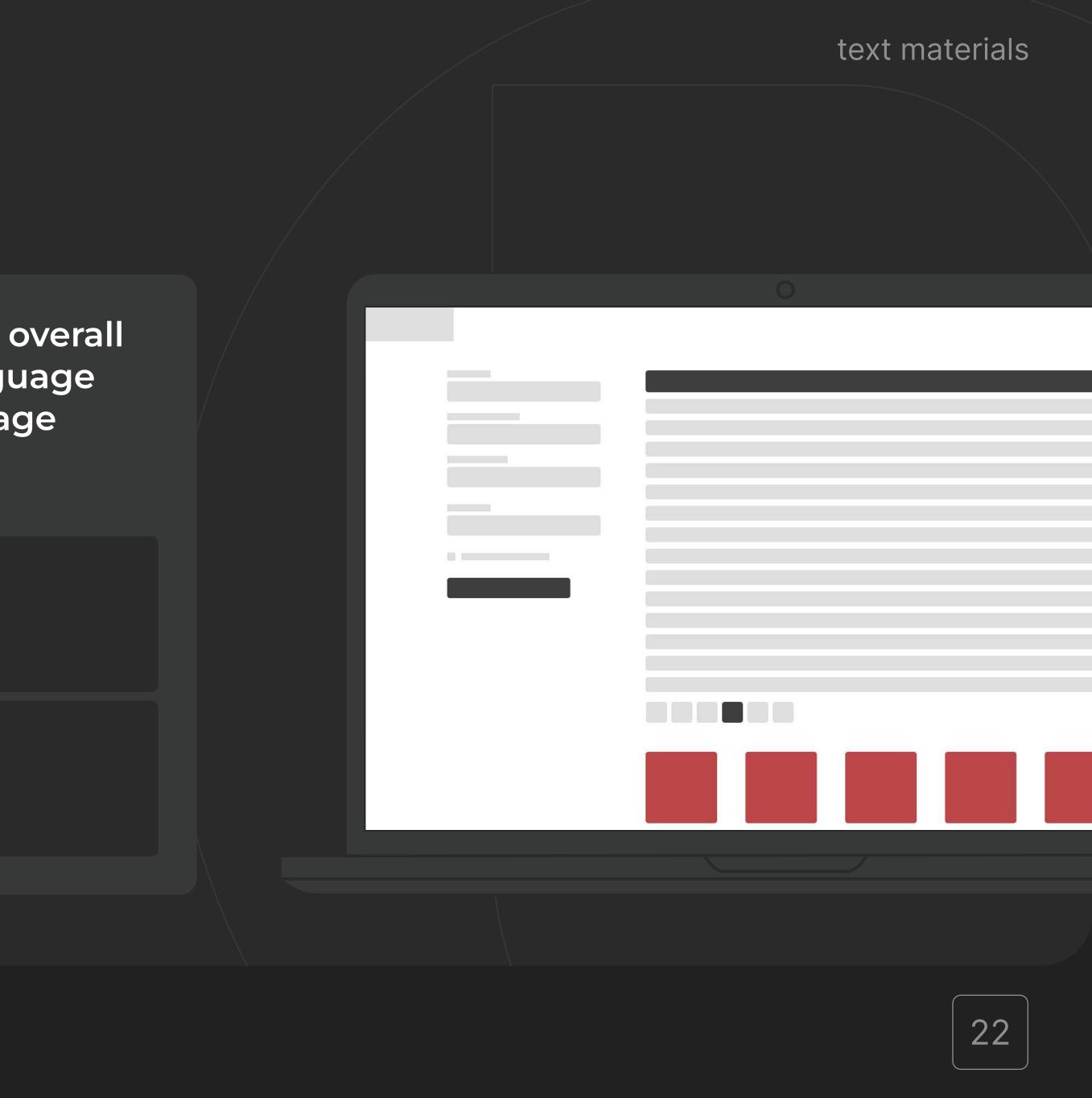
990USD cost

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

5 500 coverage

490 USD cost

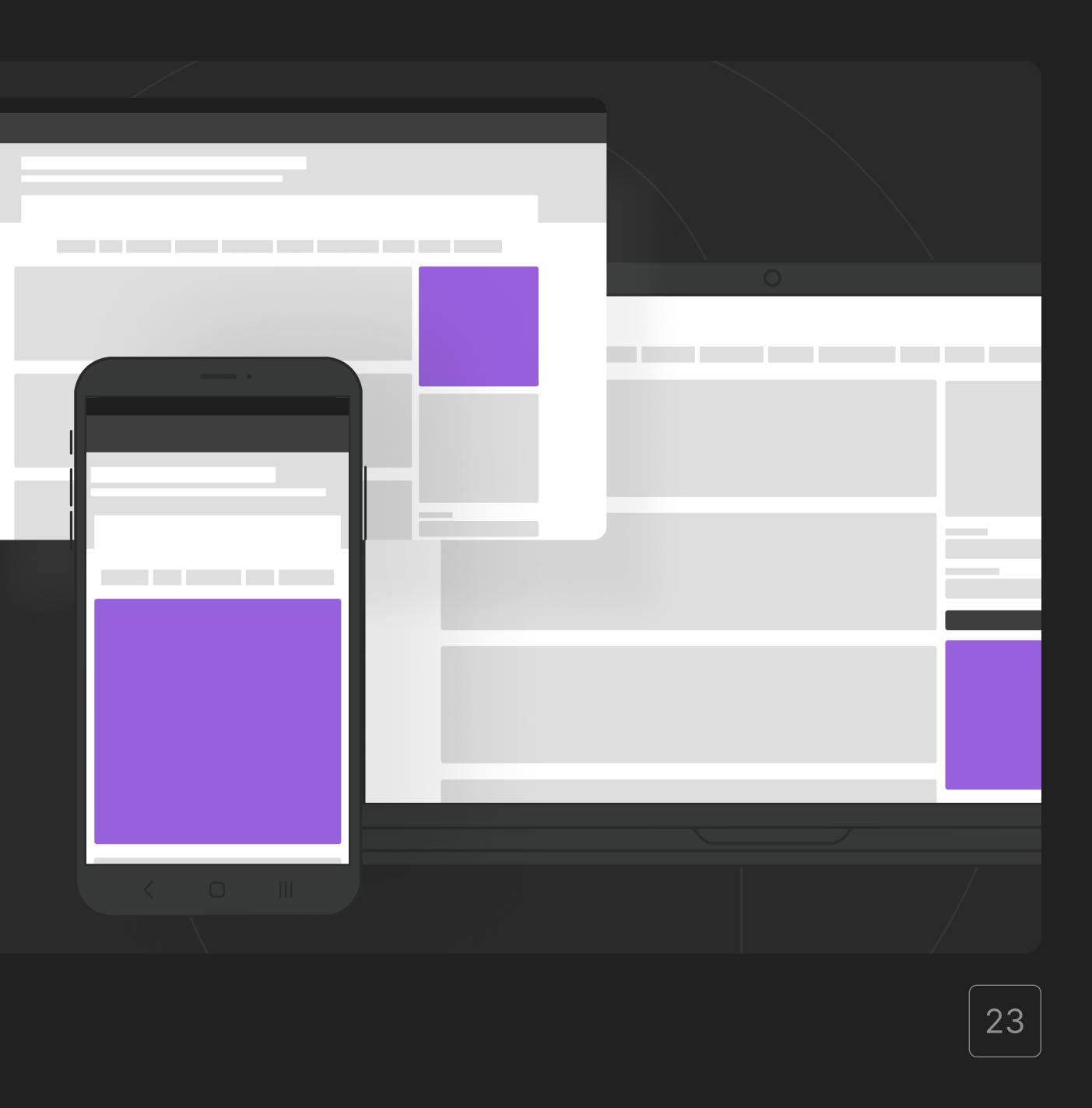




Banners available sizes

Medium Rectangle 279×279px





Banners available sizes

Wide Skyscraper 380×760px

unipage.net



Banners available sizes

Leaderboard 793×158px

unipage.net



Banners

terms and pricing

In one related article for a month

Examples of articles

• Образование в стране

- <u>Экзамен IELTS</u>
- 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



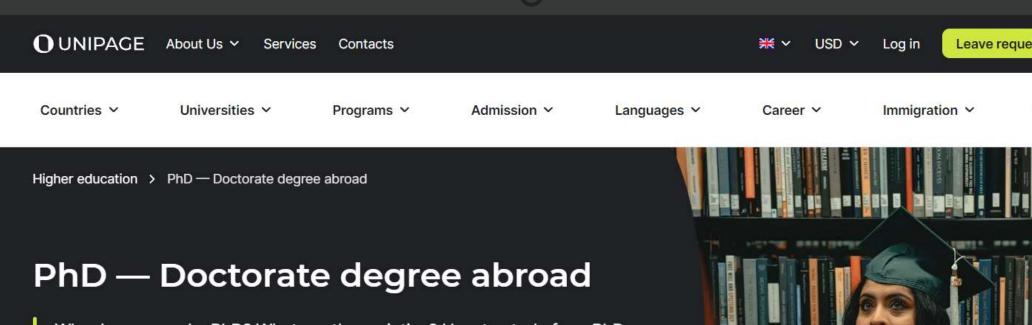


English translation

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



Why do you need a PhD? What are the varieties? How to study for a PhD for free? All these questions and more are answered in this article.



Read next

Associate's degree

- An associate's degree is
- awarded after two years of
- college study. Let's talk about its benefits



Bachelor's degree

Who are undergraduates? The most important information about the first stage of higher education

types

01

Master's degree Everything you want to know about Master's degree. Costs in different countries, degree



Not sure which format is best for you?

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



unipage.net

> Universities in the USA

Cambridge, United States

Harvard University

Why to choose Harvard University. Fees and interesting facts about Harvard University. Admission pents in Harvard University

About Harvard University

in the Unite elite of the work

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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: <u>media@unipage.net</u>

Terms and Conditions

unipage.net

2022

