

NiHao Study in New Zealand

Overview

NiHao Study in New Zealand is a free Chinese information guide book aimed to promote New Zealand Education Services to China, New Zealand largest source market for international students.

Education New Zealand has been fully supported our recent published handbook, which named Hello NZ 2010. This handbook was recently distributed at the October CIEET Fairs in China. We also produced the Education chapter as a stand-alone item for Education New Zealand to distribute to their VIP guests at the New Zealand Education Function at the Shanghai World Expo in June 2010.

Contents

- Introducing New Zealand education systems to the Chinese students and their parents;
- Provides the essential information that Chinese students need in studying and living in this country, which will make their life in New Zealand much easier and enjoyable;
- Provides general guidelines of student visa application;
- Profiled information of New Zealand high quality academic institutes;
- Provides adventure activities and tourism information for international Chinese students in exploring the beauty of this country.

Circulations:

Total 25,000 Copies (Estimate)

Published: Annually

Format:

Printed in full colour and gloss paper

Size: 148mm X 210mm

Deadlines:

Booking Deadline: 1st May 2011

Material Deadline: 10th May 2011

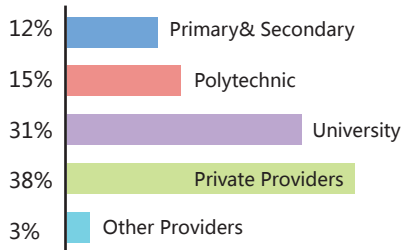
Published: September 2011

Distributions

- Distribute to more than hundreds of Chinese institutes including universities, polytechnics, and high schools;
- All the New Zealand tertiary institutions, which including 8 universities and 22 polytechnics;
- Selected New Zealand secondary schools and private training establishments;
- China International Education Exhibition (CIEET) and other New Zealand education promotional events;
- Selected education agencies located in China;
- Selected New Zealand travel agencies and immigration consultancy agencies inside and aboard New Zealand.

Our Readers

The main target audience of NiHao Study in New Zealand is the international students aged between 15 to 25 and whose first language is Chinese.



Where Chinese students studied (Jan to August 2010)

Numbers and Facts

- The international student industry earns \$2.3 billion a year.
- Employs 32,000 people.
- More than 90,000 students study here each year.
- More than 20 percent come from China

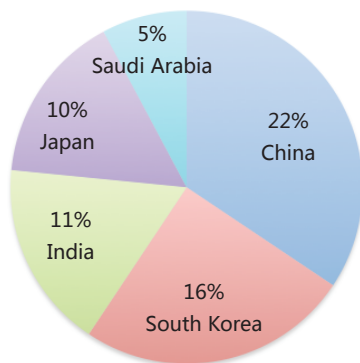
(Source: Ministry of Education and Statistics New Zealand)

Display Advertising Rates:

Size in millimetres, all prices quoted exclude GST

Profiles and Course Information

Profile Size	Price
Half Page Profile	\$650
Full Page Profile	\$950
Two Page Profile	\$1,700
Three Page Profile	\$2,500



Top 5 source markets for international students (Jan to August 2010)

Display Advertising Rates

Ad Size	Dimensions	Price
Double Page Spread	236mm X 190mm	\$3,300
Full Page	118mm X 190mm	\$1,750
Half Page	118mm X 94mm	\$1,100

Premium Positions:	Dimensions	Price
Inside Back Cover	148mm X 210mm	\$3,700
Inside Front Cover	148mm X 210mm	\$3,800
Back Cover	148mm X 210mm	\$4,000
Inside Front Cover DPS		To be advised