



Effective student marketing through the  
**BACHELOR AND MORE** and **MASTER AND MORE** campaigns

# *Media information*

## Successful student recruitment begins with the appropriate match!

border concepts GmbH provides the platforms BACHELOR AND MORE and MASTER AND MORE that address potential students and their intermediary actors.

Reach your target group online and in person through our wide range of services.

The services include student recruitment fairs and online marketing activities, through which you have the opportunity to expose your branding and raise awareness for your programmes in order to attract the most suitable students.

## Our student recruitment fairs are your event!

Collect valuable leads by meeting potential students face-to-face at the fair stand. Moreover, you will be able to share information about the opportunities at your institution during presentation slots we offer.

Would you like to find out more on how to reach your goals? Our sales team is looking forward to answering all your questions personally.

Further information as well as facts and figures about our campaigns can also be found on [www.bo-co.eu](http://www.bo-co.eu).

Get in touch for more information on how we can help you reach your enrolment goals.



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## Our motivation:

**Connecting**  
**potential students**  
**with institutions**

## Our strengths:



### 20+ years of experience

High proficiency in the field of higher education.



### Enthusiasm

We strive to provide effective student marketing.



### Teamwork

Each team member is an expert in their area and together we are committed to your success.

# Reach your target group with us!



Approach high school students and graduates exclusively and draw their attention to your higher education institution and the Bachelors programmes you offer.



Parents play an important role in their children's choice of study, which makes them a vital target group that we address through our marketing activities.



MASTER AND MORE focuses on Bachelors students and graduates. Inform them about your Masters programmes, internships and further career opportunities.



**Student recruitment fairs**



**Online marketing**

**For companies**

Promote thesis, internships and graduate positions at your company. Reach out to your target group: motivated students in the process of planning their career.

The BACHELOR AND MORE and MASTER AND MORE platforms are ideal for recruiting new employees and increasing the brand awareness of your company.

# Student recruitment fairs

**Choosing a study is an important event –  
don't miss out on it!**

As an exhibitor at the BACHELOR AND MORE and MASTER AND MORE fairs, you are at the event where future students plan their academic career. The presentation slots and face-to-face meetings allow you to inform potential students about the study programmes you offer.



## Why should you participate in our fairs?

- ✓ Face-to-face meetings with your target group
- ✓ Motivated visitors due to voluntary attendance
- ✓ Well-prepared students due to online planning prior to the fair
- ✓ Interest-based visitor guidance
- ✓ Attractive fair locations in Germany and Austria
- ✓ Advisory conversations of very high quality



## UNDERGRADUATE AND POSTGRADUATE FAIRS



27.04.2024 | Düsseldorf

09.11.2024 | Cologne

16.11.2024 | Vienna

23.11.2024 | Stuttgart

01.12.2024 | Frankfurt

07.12.2024 | Hamburg

26.01.2025 | Münster

10.05.2025 | Düsseldorf

17.05.2025 | Munich



23.04.2024 | Nuremberg

26.04.2024 | Düsseldorf

08.11.2024 | Cologne

15.11.2024 | Vienna

19.11.2024 | Graz

22.11.2024 | Stuttgart

30.11.2024 | Frankfurt

04.12.2024 | Berlin

06.12.2024 | Hamburg

25.01.2025 | Münster

09.05.2025 | Düsseldorf

14.05.2025 | Nuremberg

16.05.2025 | Munich

Fairs in Germany and Vienna	Fee
9 m² exhibition space	€ 3,000
12 m² exhibition space	€ 3,950
15 m² exhibition space	€ 4,900
18 m² exhibition space incl. double equipment	€ 5,400
Presentation (20 minutes)	€ 350

Fair in Graz	Fee
Standard exhibition space	€ 3,000
Large exhibition space incl. double equipment	€ 5,400
Presentation (20 minutes)	€ 350

### Exhibitor package (exhibition space – 9m², 12m², 15m²)

- » 1 counter, 1 table, 2 chairs
- » WiFi access, power supply
- » Inclusion in the exhibitor listing
- » 2 catering vouchers



### Exhibitor package (standard exhibition space)

- » 1 table, 2 chairs
- » WiFi access, power supply
- » Inclusion in the exhibitor listing
- » 2 catering vouchers



**Note:** The equipment may be adapted by border concepts to any official regulations applicable at the time of the fair.



# Online marketing

## **Online marketing activities for universities:**

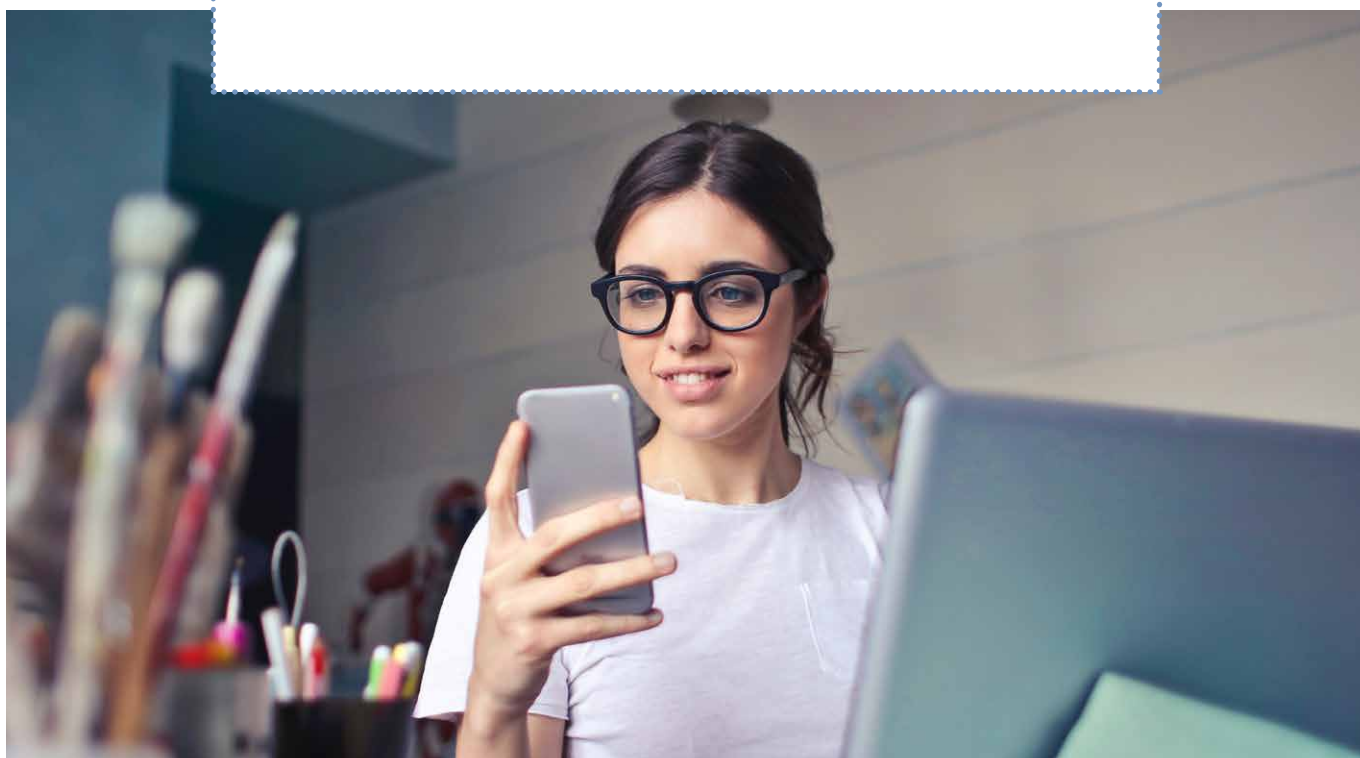
**informative, wide-ranging and dynamic, just as your target groups**

Promote your institution, study programmes, open days or application deadlines online. Be on par with your audience through the right features on our portals and social media channels. In this young, appealing environment, you will achieve a high reach and visibility for your university and degree programmes all year round.



### **Why should you advertise with us online?**

- ✓ Wide reach and direct access to your target group
- ✓ All year round boost in brand awareness and online visibility
- ✓ Communication on par with your target group
- ✓ Multimedia presentation options
- ✓ Personalised approach through targeted matching
- ✓ Traffic increase to your website and social media by integrating links
- ✓ Performance monitoring through reports



## Premium profiles

Expose your brand! On our portals **www.bachelor-and-more.de/.at** and **www.master-and-more.de/.at/.eu** prospective students find information on topics such as study choice, financing, application, student life and career planning. The features Bachelors Search / Masters Search include advanced filters that enable site visitors to find a comprehensive overview of courses in Germany and Europe.

Premium profiles are detailed representations of your institution or your degree programme with description texts, course directory, photos, videos, testimonials and links to your social media pages and website.

**Stand out with premium profiles and make prospective students aware of your offer!**

### Benefits at a glance

- ✓ Attractive platform for students due to programme overview and study advice
- ✓ Wide reach all year round
- ✓ Prioritised placement within the results of the Masters / Bachelors Search
- ✓ Multimedia content possible
- ✓ Thematically categorised tabs; possibility to add your own tabs
- ✓ Average click-through rate of 46%
- ✓ Links to your own website
- ✓ Duration: one year (no subscription)

#### www.bachelor-and-more.de | .at

» 568,726 page impressions (full 2023)  
» 231,577 visitors (full 2023)

#### www.master-and-more.de | .at | .eu

» 1,608,136 page impressions (full 2023)  
» 590,358 visitors (full 2023)

## Institution of the week/ Programme of the week

Boost your brand! Your profile will be displayed prominently on our homepage. Only one spot per week is available! To ensure greater visibility, you will be featured as the "editor's recommendation" on all sub-pages for a week.

- ✓ Exclusive advertising space
- ✓ Incl. link to your premium profile or website

## Web News Service

Become our headline news! The Web News Service allows you to prominently publish an editorial article on a topic or event of your choice on our home page.

- ✓ Exclusive advertising space
- ✓ Advertising format for current news
- ✓ Incl. link to your website

## Web Banner

Stand out! The Web Banner in the content area on the website will draw attention to your offer. The banner links directly to your website thus increasing awareness to your institution. The advertising space will be individually designed by you.

- ✓ Format: Medium Rectangle (300x250 px)
- ✓ Determine your design and content
- ✓ Branding and image enhancement
- ✓ Min. 15,000 impressions

## Meta Ads (Instagram und Facebook)

Get your likes! Approach interested students on their terms – in the digital environment. Increase your presence on social media with an Ad campaign that we implement for you.

- ✓ Detailed target group identification and personalised approach
- ✓ Interest-based displays

# Prices and Booking 1/2

## Student recruitment fairs in Germany and Vienna

Bachelor Campaign	9 m² € 3,000	12 m² € 3,950	15 m² € 4,900	18 m² € 5,400	Presentation € 350
27.04.2024   Düsseldorf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
09.11.2024   Cologne	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16.11.2024   Vienna	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23.11.2024   Stuttgart	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
01.12.2024   Frankfurt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
07.12.2024   Hamburg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26.01.2025   Münster	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.05.2025   Düsseldorf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17.05.2025   Munich	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Master Campaign	9 m² € 3,000	12 m² € 3,950	15 m² € 4,900	18 m² € 5,400	Presentation € 350
23.04.2024   Nuremberg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26.04.2024   Düsseldorf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
08.11.2024   Cologne	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15.11.2024   Vienna	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22.11.2024   Stuttgart	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30.11.2024   Frankfurt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
04.12.2024   Berlin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
06.12.2024   Hamburg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25.01.2025   Münster	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
09.05.2025   Düsseldorf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.05.2025   Nuremberg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16.05.2025   Munich	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Student recruitment fair in Graz

Master Campaign	Standard 3,000 €	Large 5,400 €	Presentation 350 €
19.11.2024   Graz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



# Prices and Booking 2/2

## Online Marketing

Online Services	Quantity	Fee	Bachelor Campaign	Master Campaign
1 profile		€ 350 /year	<input type="checkbox"/>	<input type="checkbox"/>
2-9 profiles		€ 210 /profile/year	<input type="checkbox"/>	<input type="checkbox"/>
10-19 profiles		€ 175 /profile/year	<input type="checkbox"/>	<input type="checkbox"/>
20 profiles or more		€ 140 /profile/year	<input type="checkbox"/>	<input type="checkbox"/>
Institution of the week		€ 350 /week	<input type="checkbox"/> .de <input type="checkbox"/> .at	<input type="checkbox"/> .de <input type="checkbox"/> .at <input type="checkbox"/> .eu
Programme of the week		€ 350 /week	<input type="checkbox"/> .de <input type="checkbox"/> .at	<input type="checkbox"/> .de <input type="checkbox"/> .at <input type="checkbox"/> .eu
Web News Service		€ 350 /article	<input type="checkbox"/> .de <input type="checkbox"/> .at	<input type="checkbox"/> .de <input type="checkbox"/> .at <input type="checkbox"/> .eu
Web Banner (Medium Rectangle)		€ 15 CPM	<input type="checkbox"/> .de <input type="checkbox"/> .at	<input type="checkbox"/> .de <input type="checkbox"/> .at <input type="checkbox"/> .eu
Meta Ads (incl. € 400 Budget)		€ 1,000 /4 weeks	<input type="checkbox"/>	<input type="checkbox"/>

Institution:

Name:

Department:

Street, No:

Postal code, City:

Telephone:

E-mail:

Date:

Signature:

Please fill out the form and send it by e-mail to: [service@bo-co.eu](mailto:service@bo-co.eu). Upon receipt of the form we will get in touch with you. You will receive a booking confirmation, provided that all services are still available.

All rates in this document are valid for bookings until 31. December 2024 and are quoted exclusive of German statutory VAT.

*Please get in touch!*  
*We are happy to answer*  
*your questions.*



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I: [www.bo-co.eu](http://www.bo-co.eu)

Selection of long-standing clients



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