



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.

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



85%

of the exhibitors appreciate
the quality of the consultations.

93%

of the exhibitors praise
the services provided by border concepts.

UNDERGRADUATE AND POSTGRADUATE FAIRS



04.11.2023 | Cologne
 11.11.2023 | Vienna
 18.11.2023 | Stuttgart
 26.11.2023 | Frankfurt
 02.12.2023 | Hamburg

 20.01.2024 | Munich
 28.01.2024 | Münster
 27.04.2024 | Düsseldorf



03.11.2023 | Cologne
 10.11.2023 | Vienna
 14.11.2023 | Graz
 17.11.2023 | Stuttgart
 25.11.2023 | Frankfurt
 01.12.2023 | Hamburg

 19.01.2024 | Munich
 27.01.2024 | Münster
 23.04.2024 | Nuremberg
 26.04.2024 | Düsseldorf

| Fairs in Germany and Vienna | Fee |
|---|---------|
| 9 m² exhibition space | € 2,800 |
| 12 m² exhibition space | € 3,700 |
| 15 m² exhibition space | € 4,600 |
| 18 m² exhibition space incl. double equipment | € 5,050 |
| Presentation (20 minutes) | € 300 |

| Fair in Graz | Fee |
|---|---------|
| Standard exhibition space | € 2,800 |
| Large exhibition space incl. double equipment | € 5,050 |
| Presentation (20 minutes) | € 300 |

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 meet with the applicable hygiene and distancing regulations at the time of the fairs.

Online marketing

Online marketing activities for universities:

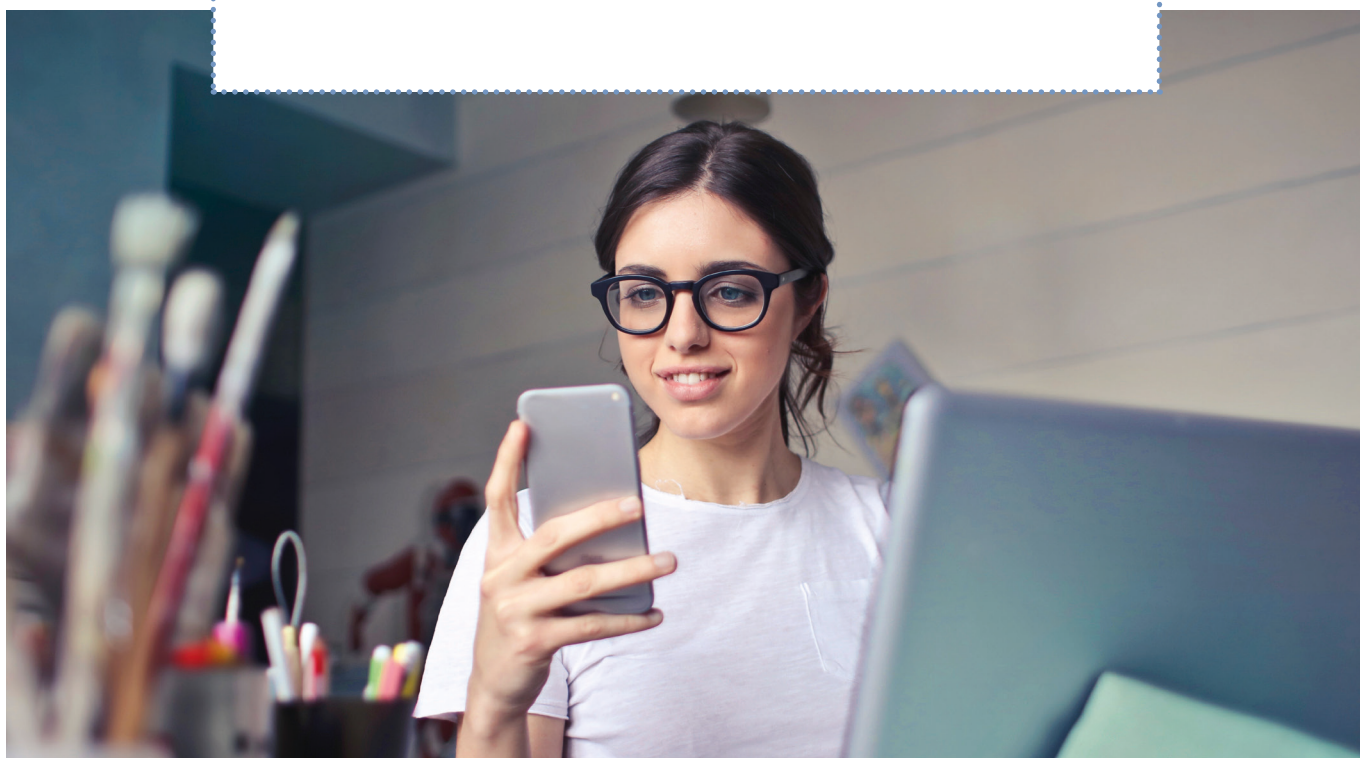
informative, wide-ranging and dynamic, just as your target groups

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

» 739,474 page impressions (full 2022)
» 289,737 visitors (full 2022)

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

» 2,166,972 page impressions (full 2022)
» 803,481 visitors (full 2022)

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. Facebook Story

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 and social media channels.

- ✓ Exclusive advertising space
- ✓ Advertising format for current news
- ✓ Incl. Facebook Post
- ✓ 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

Facebook Ads/Instagram Ads

Get your likes! Approach interested students on their terms – in the digital environment. Increase your presence on social media and build on our brand awareness.

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

Book Facebook Ads + Instagram Ads together to save 20% on the total price (see booking form).

Prices and Booking 1/2

Student recruitment fairs in Germany and Vienna

| Bachelor Campaign | 9 m² € 2,800 | 12 m² € 3,700 | 15 m² € 4,600 | 18 m² € 5,050 | Presentation € 300 |
|-------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 04.11.2023 Cologne | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11.11.2023 Vienna | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18.11.2023 Stuttgart | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 26.11.2023 Frankfurt | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 02.12.2023 Hamburg | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20.01.2024 Munich | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 28.01.2024 Münster | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 27.04.2024 Düsseldorf | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| Master Campaign | 9 m² € 2,800 | 12 m² € 3,700 | 15 m² € 4,600 | 18 m² € 5,050 | Presentation € 300 |
|-------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 03.11.2023 Cologne | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10.11.2023 Vienna | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17.11.2023 Stuttgart | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 25.11.2023 Frankfurt | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 01.12.2023 Hamburg | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 19.01.2024 Munich | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 27.01.2024 Münster | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 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"/> |

Student recruitment fair in Graz

| Master Campaign | Standard 2,800 € | Large 5,050 € | Presentation 300 € |
|-------------------|--------------------------|--------------------------|--------------------------|
| 14.11.2023 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 |
| Facebook Ads premium (incl. € 300 Budget) | | € 750 /4 weeks | <input type="checkbox"/> | <input type="checkbox"/> |
| Facebook Ad (incl. € 50 Budget) | | € 300 /1 week | <input type="checkbox"/> | <input type="checkbox"/> |
| Instagram Ads premium (incl. € 300 Budget) | | € 750 /4 weeks | <input type="checkbox"/> | <input type="checkbox"/> |
| Instagram Ad (incl. € 50 Budget) | | € 300 /1 week | <input type="checkbox"/> | <input type="checkbox"/> |

Book Facebook Ads premium + Instagram Ads premium together to save 20% on the total price (-500€ 1200 €).

| | |
|--------------|--------------------|
| 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. 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 30 June 2023 and are quoted exclusive of German statutory VAT.

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



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Selection of long-standing clients



Universität Stuttgart



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