



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 across multiple media channels through our wide range of services.

The services include student recruitment fairs, printed magazines and on-line 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.

Additionally, you will benefit from our innovative online and offline advertising channels such as magazines and newsletters tailored to your target group.

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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I: www.bo-co.eu

Our motivation:

Connecting
potential students
with institutions

Our strengths:



15+ 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.



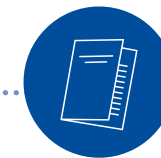
Parents play an important role in their children's choice of study which makes them a vital target group that we address through our marketing activities.



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



Student recruitment fairs



Print magazines



Online marketing



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
- ✓ Diverse presentation opportunities
- ✓ Lead generation through GDPR-compliant collection of contact details
- ✓ Attractive fair locations in Germany and Austria



85%

of the exhibitors appreciate the quality of the consultations.

93%

of the exhibitors praise the services provided by border concepts.

92%

of the exhibitors would recommend our fairs.

UNDERGRADUATE AND POSTGRADUATE FAIRS



30.04.2022 | Düsseldorf
07.05.2022 | Nuremberg
05.11.2022 | Cologne
12.11.2022 | Vienna
19.11.2022 | Stuttgart
27.11.2022 | Frankfurt
03.12.2022 | Hamburg

21.01.2023 | Munich
29.01.2023 | Münster
29.04.2023 | Düsseldorf
06.05.2023 | Nuremberg

12.04.2022 | Leipzig
29.04.2022 | Düsseldorf
06.05.2022 | Nuremberg
04.11.2022 | Cologne
09.11.2022 | Graz
11.11.2022 | Vienna
18.11.2022 | Stuttgart
26.11.2022 | Frankfurt
30.11.2022 | Berlin
02.12.2022 | Hamburg

20.01.2023 | Munich
25.01.2023 | Hanover
28.01.2023 | Münster
28.04.2023 | Düsseldorf
03.05.2023 | Leipzig
05.05.2023 | Nuremberg

FairCLASSIC	Fee
9 m² booth	€ 2,800
12 m² booth	€ 3,700
15 m² booth	€ 4,600
18 m² booth incl. double equipment	€ 5,050
Presentation (20 minutes)	€ 300

FairCOMPACT (Graz)	Fee
Standard exhibition space	€ 2,500
Large exhibition space incl. double equipment	€ 4,500
Presentation (20 minutes)	€ 300

Exhibitor package (fully equipped booth - 9m², 12m², 15m²)

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



Classic fair with a booth

Exhibitor package (standard exhibition space)

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



Compact fair with exhibition space

Note: The equipment as well as the stand construction may be adapted by border concepts to meet with the applicable hygiene and distancing regulations at the time of the fairs.

Print magazines

ImPRESS the readers!

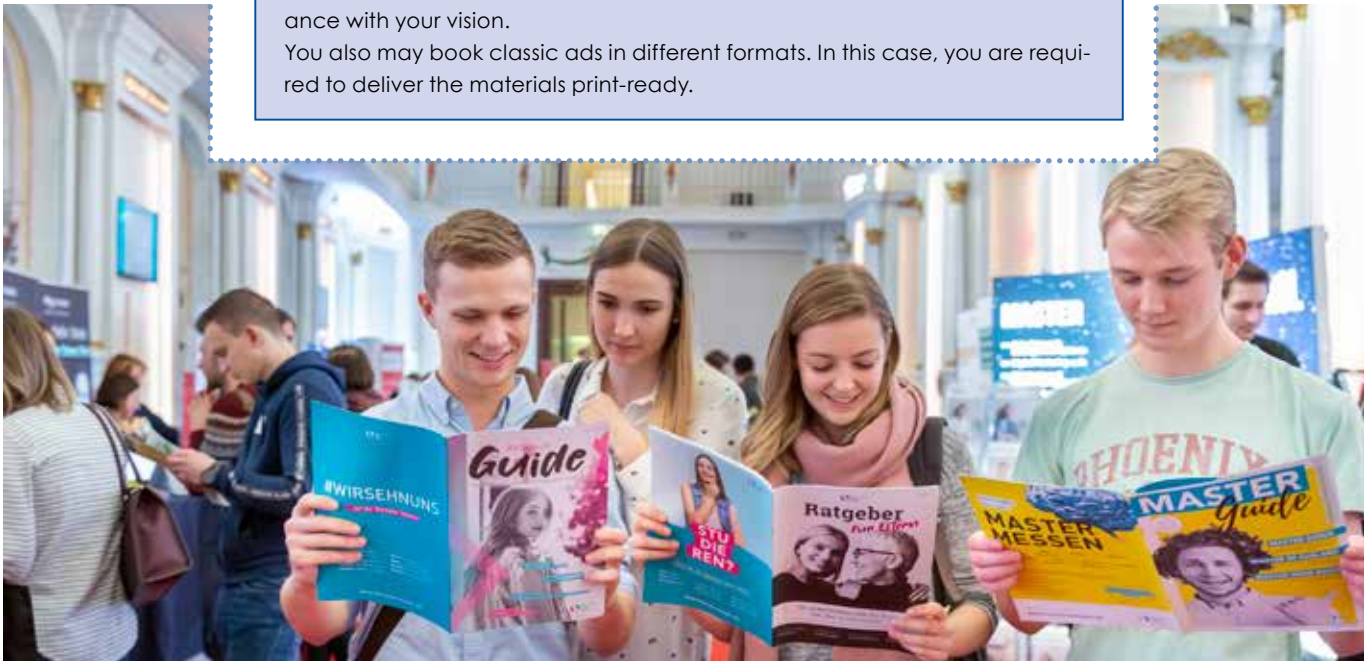
Leave a flawless, long-lasting impression on your target group through an advertisement or an advertorial in our print magazines. The high-impact messages and emotions that printed magazines convey are uncontested. Present your educational offer in the magazines for those interested in Bachelors or Masters programmes, as well as parents of prospective students. The magazines offer the readers informative articles, advice columns and updates to upcoming events. They are distributed directly to the target group, free of charge – at schools and universities, employment agencies, parent associations and at our study fairs throughout Germany. Be in with the right crowd – among your target group!



Why should you feature in our print magazines?

- ✓ High quality magazines with thematically adapted content
- ✓ Print media: tangible, authentic and durable
- ✓ Printed on environmentally friendly recycled paper
- ✓ High circulation and distributed to readers for free
- ✓ Cross-media marketing through the combination of print and online content
- ✓ Brand awareness increase
- ✓ Free report on articles in the online magazine

Exclusively in the guides: When booking an advertorial, our graphic designers will create a DIN A4 page for you with your own editorial content presenting your university or degree programme. This includes text, photos, faculties, events, social media and contact details. The content is created in accordance with your vision. You also may book classic ads in different formats. In this case, you are required to deliver the materials print-ready.



BACHELOR AND MORE Guide



- » Options: Advertorials and Advertisements
- » Distribution: High Schools, Employment agencies, Bachelors fairs
- » Target region: Germany
- » Size: DIN A4
- » Print run: 100,000 copies
- » Release: October

Free article in online magazine

BACHELOR AND MORE Parents' Guide



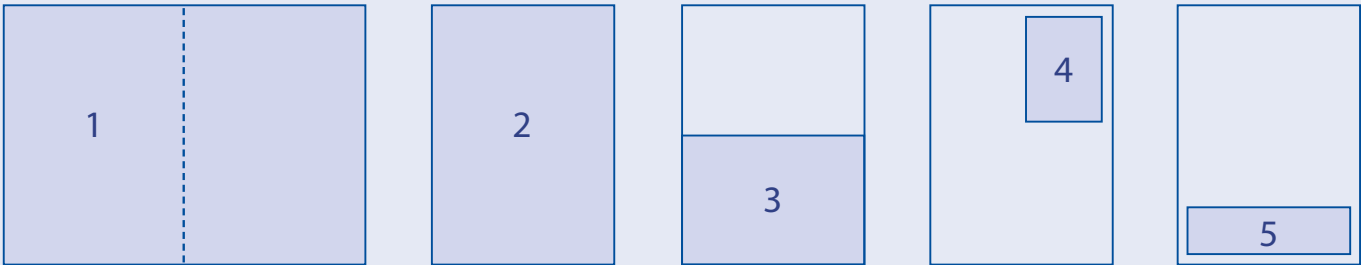
- » Options: Advertisements
- » Distribution: Parent associations, High Schools, Bachelors fairs, as download option
- » Target region: Germany
- » Size: DIN A4
- » Print run: 15,000 copies
- » Release: October

MASTER AND MORE Guide



- » Options: Advertorials and Advertisements
- » Distribution: Universities, Student associations, Masters fairs
- » Target region: Germany
- » Size: DIN A4
- » Print run: 50,000 copies
- » Release: October

Free article in online magazine



No.	Format	Advertisement Size	Fee Guide	Fee Parents' Guide
1	2/1 page (double page)	420x297 mm (+3mm blur)	€ 4,000*	€ 2,400
2	1/1 page	210x297 mm (+3mm blur)	€ 2,500*	€ 1,500
3	1/2 page	210x148 mm (+3mm blur)	€ 1,750	€ 1,000
4	NEW! 1/4 page (portrait)	95x128 mm mm (in print space)	€ 1,100	€ 650
5	NEW! 1/4 page (landscape)	194x62 mm mm (in print space)	€ 1,100	€ 650

*Our Tip: For a more comprehensive presentation in the Bachelor Guide and Master Guide we recommend the publication of an advertorial on a full-page depiction (No. 1 and 2).

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!

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

- » 997,246 page impressions (full 2020)
- » 394,597 visitors (full 2020)

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

- » 3,593,223 page impressions (full 2020)
- » 1,070,580 visitors (full 2020)

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 43%
- ✓ Links to your own website
- ✓ Duration: one year (no subscription)

Institution of the week/ Programme of the week

Boost your brand! Your profile will be displayed prominently on our home-page. 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 + Instagram 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 + Instagram Story
- ✓ 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. 20,000 impressions

Newsletter article

Straight into the inbox! Reach your target group directly with our monthly newsletters. A teaser that links to a detailed article on the portal. It can be designed using text, images and logo to serve your communication goal and educational offer.

- ✓ Sent to prospective students in the decision-making phase
- ✓ Above-average opening rates

Newsletter subscribers

- » 18,613 BACHELOR AND MORE
- » 42,603 MASTER AND MORE

Stand-alone Newsletter **NEW!** Facebook Ads/Instagram Ads

In the spotlight! Inform our subscribers about your offer exclusively through our Stand-alone Newsletter. Determine the content of the newsletter yourself that links directly to your website. Your message will grab the sole attention of the target group, free of deflections. Benefit from the credibility of our brands and the look and feel of our newsletter design.

- ✓ Exclusive advertising space
- ✓ Exclusive attention of the target group
- ✓ Report with click and open rates
- ✓ Incl. publication on the portal
- ✓ Incl. social media campaign

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

NEW!

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

Prices and Booking 1/2

Student recruitment fairs CLASSIC

Bachelor Campaign	9 m² € 2,800	12 m² € 3,700	15 m² € 4,600	18 m² € 5,050	Presentation € 300
30.04.2022 Düsseldorf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
07.05.2022 Nuremberg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
05.11.2022 Cologne	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12.11.2022 Vienna	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19.11.2022 Stuttgart	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27.11.2022 Frankfurt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
03.12.2022 Hamburg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21.01.2023 Munich	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29.01.2023 Münster	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29.04.2023 Düsseldorf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
06.05.2023 Nuremberg	<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
12.04.2022 Leipzig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29.04.2022 Düsseldorf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
06.05.2022 Nuremberg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
04.11.2022 Cologne	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.11.2022 Vienna	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18.11.2022 Stuttgart	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26.11.2022 Frankfurt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30.11.2022 Berlin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
02.12.2022 Hamburg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20.01.2023 Munich	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25.01.2023 Hanover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28.01.2023 Münster	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28.04.2023 Düsseldorf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
03.05.2023 Leipzig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
05.05.2023 Nuremberg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Student recruitment fairs COMPACT

Master Campaign	Standard 2,500 €	Large 4,500 €	Presentation 300 €
09.11.2022 Graz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Prices and Booking 2/2

Print magazines

Guides	Fee	Bachelor Campaign	Master Campaign
2/1 page Advertorial/Advertisement + online article	€ 4,000	<input type="checkbox"/>	<input type="checkbox"/>
1/1 page Advertorial/Advertisement + online article	€ 2,500	<input type="checkbox"/>	<input type="checkbox"/>
1/2 page Advertisement + online article	€ 1,750	<input type="checkbox"/>	<input type="checkbox"/>
1/4 page Advertisement + online article	€ 1,100	<input type="checkbox"/>	<input type="checkbox"/>
Parents' Guide	Fee	Bachelor Campaign	
2/1 page Advertisement	€ 2,400	<input type="checkbox"/>	
1/1 page Advertisement	€ 1,500	<input type="checkbox"/>	
1/2 page Advertisement	€ 1,000	<input type="checkbox"/>	
1/4 page Advertisement	€ 650	<input type="checkbox"/>	

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
Newsletter article		€ 350 /article	<input type="checkbox"/>	<input type="checkbox"/>
Stand-alone Newsletter		€ 5,000 /newsletter	<input type="checkbox"/>	<input type="checkbox"/>
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"/>

NEW!

Book Facebook Ads premium + Instagram Ads premium together to save 20% on the total price (~~1500~~€ 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: borderconcepts@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. March 2022 and are quoted exclusive of German statutory VAT.

Client testimonials



For us the fair has been worthwhile. The students that came to our booth were doing relevant and diverse degrees. Most of them have visited our booth well informed about the courses we offer and the location – so they have done the research beforehand. [...] The fairs are excellent and the organization as well. Compared to other experiences it is very well organized.

Dr. Keith Perks - Brighton Business School, United Kingdom



The MASTER AND MORE organisation is amazing, everything is organized perfectly and it allows us to work in a great atmosphere.

Leanne Schrijver - Vrije Universiteit Amsterdam, The Netherlands



You can always count on the border concepts projects being well organized; all the details are in place and plenty of staff is around to help. They target the right students and the return on investment is high.

Eric Freid - Jönköping University, Sweden

Selection of long-standing clients



Universität Stuttgart



FACULTY
OF SOCIAL SCIENCES
Charles University



FernUniversität in Hagen



university of
 groningen



FH Salzburg



AARHUS
UNIVERSITY



University
of Antwerp



universität
wien



THE UNIVERSITY
of EDINBURGH