



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.

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



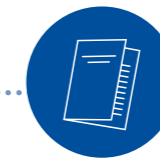
Parents play an important role in their children's choice of study which makes them a vital target group that we address through our marketing activities.



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**

**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

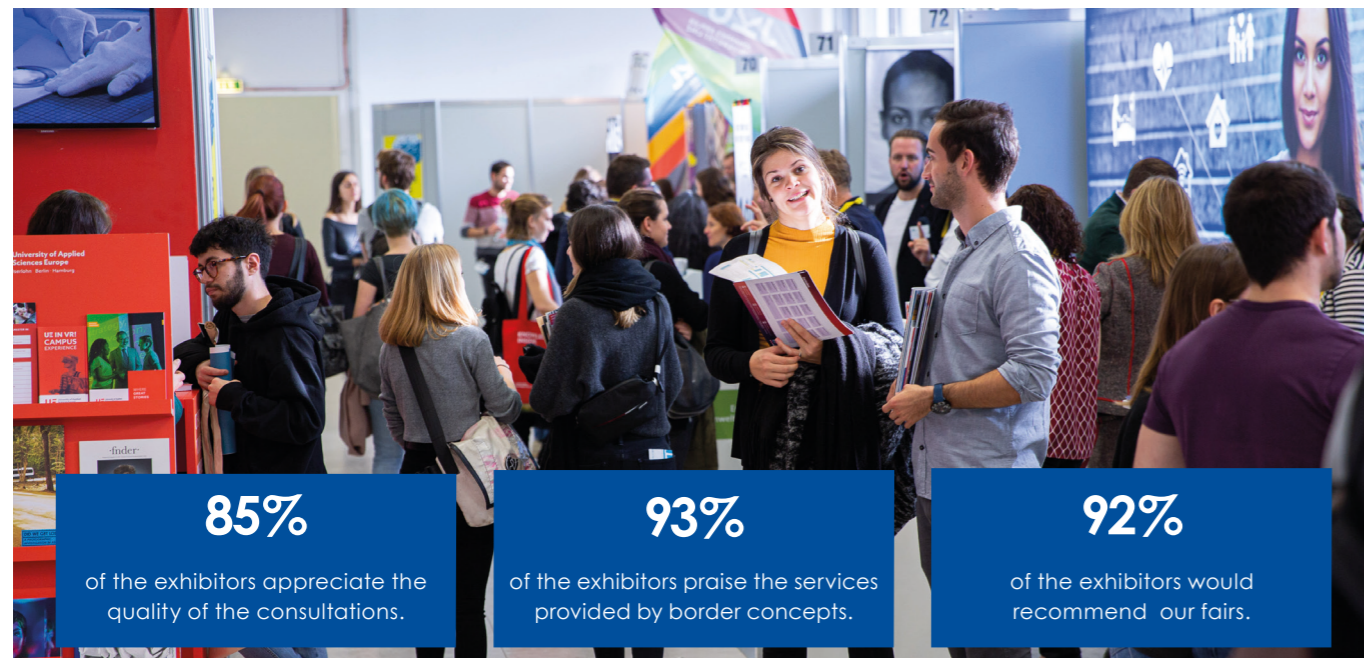
**Choosing a study is an important event –  
don't miss out on it!**

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.

**92%**

of the exhibitors would recommend our fairs.

## UNDERGRADUATE AND POSTGRADUATE FAIRS



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

04.11.2022 | Cologne  
09.11.2022 | Graz  
11.11.2022 | Vienna  
18.11.2022 | Stuttgart  
26.11.2022 | Frankfurt  
06.12.2022 | 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

| Fairs in Germany and Vienna                               | Fee     |
|---|---------|
| 9 m <sup>2</sup> exhibition space                         | € 2,800 |
| 12 m <sup>2</sup> exhibition space                        | € 3,700 |
| 15 m <sup>2</sup> exhibition space                        | € 4,600 |
| 18 m <sup>2</sup> 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 - 9m<sup>2</sup>, 12m<sup>2</sup>, 15m<sup>2</sup>)

- » 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

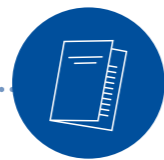


**Note:** The equipment may be adapted by border concepts to meet with the applicable hygiene and distancing regulations at the time of the fairs.

# Print magazines

## ImPRESS the readers!

Leave a flawless, long-lasting impression on your target group through an advertisement 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
- ✓ Brand awareness increase



## BACHELOR AND MORE Guide for school students + Parent's Guide

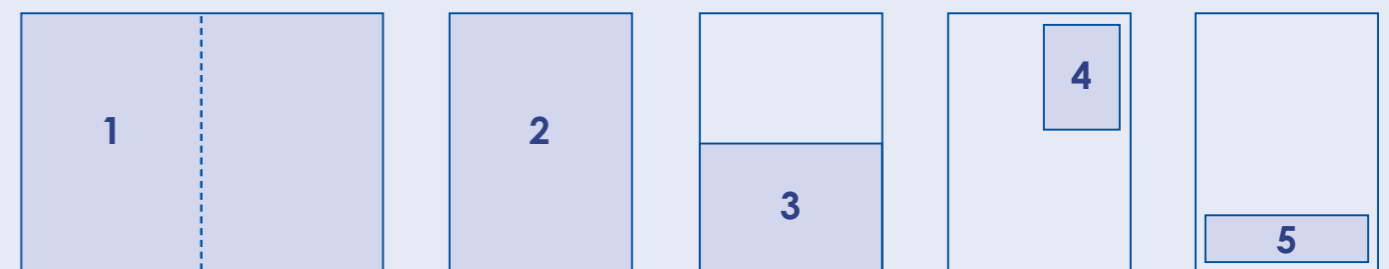


- » Options: Advertisements
- » Distribution: High Schools, Employment agencies, parent associations, Bachelors fairs
- » Target region: Germany
- » Size: DIN A4
- » Print run: 100,000 copies
- » Release: October 2022

## MASTER AND MORE Guide for prospective masters



- » Options: Advertisements
- » Distribution: Universities, Student associations, Masters fairs
- » Target region: Germany
- » Size: DIN A4
- » Print run: 50,000 copies
- » Release: October 2022



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

# 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](http://www.bachelor-and-more.de/.at) and [www.master-and-more.de/.at/.eu](http://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](http://www.bachelor-and-more.de) | .at

- » 704,027 page impressions (full 2021)
- » 304,957 visitors (full 2021)

[www.master-and-more.de](http://www.master-and-more.de) | .at | .eu

- » 2,309,278 page impressions (full 2021)
- » 831,340 visitors (full 2021)

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 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. 20,000 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       |
|-------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 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       |
|-------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 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"/> |
| 06.12.2022   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 fair in Graz

| Master Campaign   | Standard 2,800 €         | Large 5,050 €            | 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 Advertisement | € 4,000 | <input type="checkbox"/> | <input type="checkbox"/> |
| 1/1 page Advertisement | € 2,500 | <input type="checkbox"/> | <input type="checkbox"/> |
| 1/2 page Advertisement | € 1,750 | <input type="checkbox"/> | <input type="checkbox"/> |
| 1/4 page Advertisement | € 1,100 | <input type="checkbox"/> | <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 |
| 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](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 30 September 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



HEINRICH HEINE  
UNIVERSITÄT DÜSSELDORF



ESERP  
Business School



CBS | COLOGNE  
BUSINESS  
SCHOOL



AARHUS  
UNIVERSITY



University  
of Antwerp



universität  
wien



Newcastle  
University  
Business School

THE UNIVERSITY  
of EDINBURGH