



**Reach millions of
international students**

Building Brands
Enhancing Web Presence
Generating Student Inquiries



2013 Media Kit

OVERVIEW

As international experience becomes a career necessity, the number of students who travel and study abroad continues to increase year after year. At Envisage International we remain focused on our core mission of servicing and encouraging students to pursue an international education by providing them with the tools they need to experience the world.

Envisage owns and operates the largest international student facing network of websites, reaching over 6 million international students in 2012 and our traffic is steadily growing. Our network provides key resources for students around the world no matter if their studies take them to the USA, UK, or elsewhere.

Our Network

- **International Student (www.InternationalStudent.com):** International Student is the most comprehensive resource available for those who are studying or wish to study in the USA. At the heart of the site, students can connect directly to a school through our school search tool—which contains over 2,400 schools that accept international students, and leaves out those that do not. The site's focus on international students clears away the clutter and makes it the number one resource for international students looking to find the school that is right for them.

+200,000 Monthly Visitors	+500,000 Monthly Page Views	+3,000 Monthly Student Inquires
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- **ESL Directory (www.ESLdirectory.com):** ESL Directory provides students with access to a comprehensive global search tool of English as a Second Language programs around the world. Students can research their options and contact the schools directly at no cost to them or to the institution. Our traffic is organic and focused solely on students that are interested in finding the right ESL program to advance their education or career.

+35,000 Monthly Visitors	+100,000 Monthly Page Views	200 Monthly Student Inquires
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- **Other Sites:**
 - UK International Student (<http://uk.internationalstudent.com>)
 - Australia International Student (<http://oz.internationalstudent.com>)
 - International Scholarships (<http://internationalscholarships.com>)
 - Global Study (<http://www.globalstudy.com>)
 - International Education and Financial Aid (<http://www.IEFA.org>)
 - International Student Forums (<http://www.InternationalStudentForums.com>)

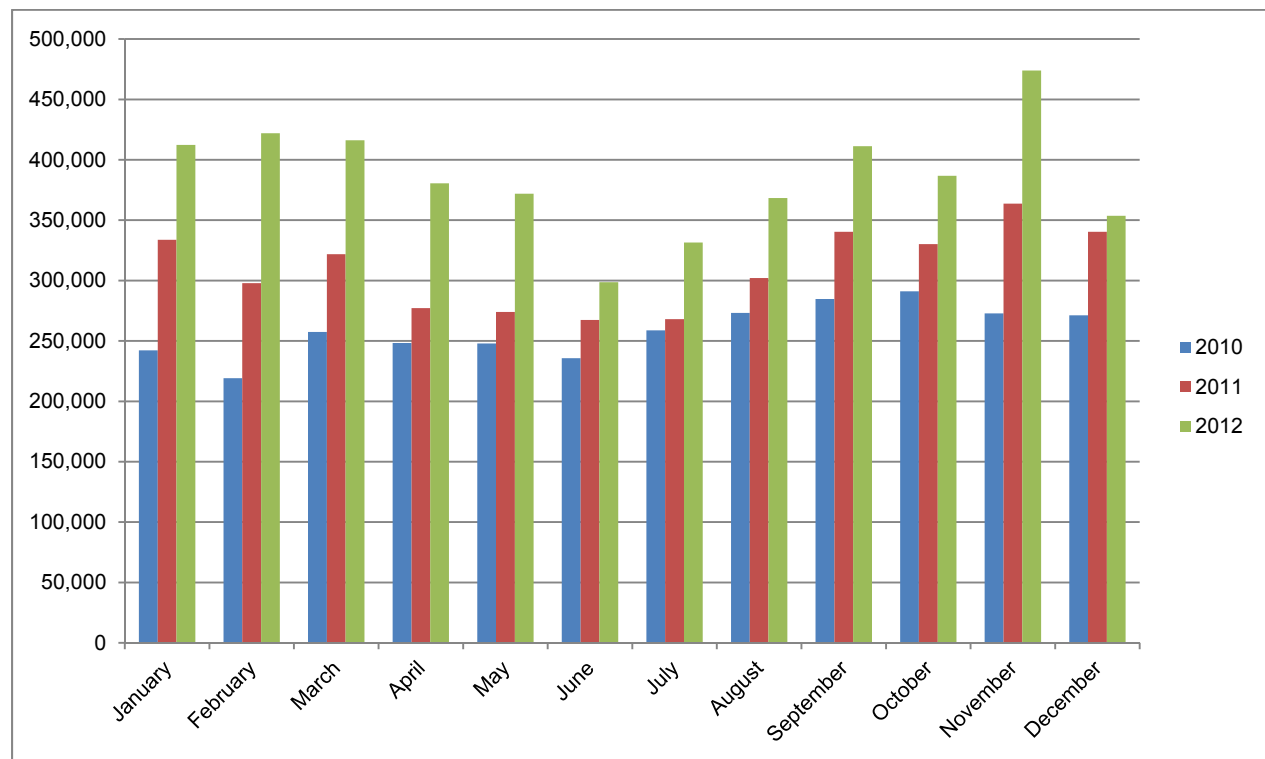
Our focus is international education and our medium is online marketing - so we know how to get your brand and message in front of millions of international students annually. During 2012 we reached over 6 million international students and through optimized online advertising, social media, content generation/distribution, and email marketing campaigns, we will effectively deliver your message to the students you want to reach.



WEBSITE TRAFFIC

The majority of traffic to our sites is organic and has been carefully nurtured over the network's 15 year history through relevant content development, inbound links from thousands of schools and partners, and efficient website optimization. Students find us either by social media, word of mouth, links on school websites, or simply through our strong search rankings.

Year-over-Year Network Growth (all Advertising Sites):



International Student Visitors Year-over-Year

2012: 2,100,000	2011 1,500,000	2010 1,250,000
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International Student Page Views Year-over-Year

2012: 6,130,000	2011 4,350,000	2010 3,300,000
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WEBSITE DEMOGRAPHICS

Since the majority of our network traffic is organic our average website visitor arrives with the intent to seek further information about a post-secondary degree overseas. Keywords like “study in the usa” and “how to study in the usa” are among our top traffic drivers. In addition, our study centers and school search pass these rankings on to thousands of much more targeted searches, like “study film in the US” or “study in florida”. On average 79% of network users are between the ages of 18 and 35 and many are seeking graduate or doctorate degrees.

Top Regions Generating Traffic:

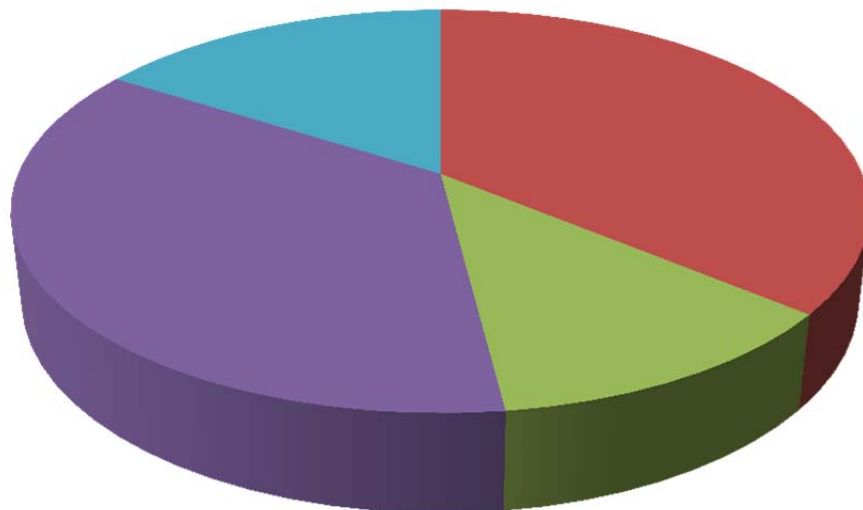
- | | | | |
|-------------------|----------------|--------------|---------------|
| 1. United States | 4. China | 7. Australia | 10. Germany |
| 2. United Kingdom | 5. Canada | 8. Pakistan | 11. Russia |
| 3. India | 6. Philippines | 9. Malaysia | 12. Singapore |

Gender and Age Demographics:

Female Overall 45%	Female Age 18-24: 24%	Female Age 25-34: 10%
Male Overall 55%	Male Age 18-24: 29%	Male Age 25-34: 16%

Education Level Demographics:

■ Education ■ High School* ■ Some College ■ 4 Year degree ■ Masters/Graduate



**Or equivalent*



PRODUCTS AND SERVICES

Our products and services will get your college, university, or business in front of our community of international students. We will develop an online marketing strategy that meets your goals and budget, and generates a solid ROI. Our turn-key online marketing packages can help you improve brand awareness, increase international student enrollment, and even sell a product. We will recommend the best approach to help you reach your goals.

The central point of all of our advertising packages is to build out a “home” or “profile” on the appropriate site in our network to get your institution in front of the right audience. Once we have built your profile, we will begin marketing your organization to our community of international students. Depending upon the package you select, this could include content generation and distribution, banner ads throughout our network, newsletter inclusion, email marketing, and of course, social media marketing. Our standard packages are listed below:

Student Inquiries

Our student inquiry package is best suited for schools that are looking for a specific number or range of international student inquiries each month. We can deliver 25 to 2,000 inquiries per month. You decide how many you need and how much budget to allocate each month. You are only charged on a cost per inquiry basis and reap the rewards of the exposure you get in return for your investment. As with all of our marketing packages, we will set up a profile for your school on InternationalStudent.com and then begin our online marketing efforts, driving interested students to your profile where they can learn more about your school and programs. If interested, they can contact you directly through our contact form. We generate thousands of targeted international student inquiries each month through our network of sites. What better way to begin a conversation with international students.

Brand and Exposure

This package is ideal for those schools that want to maximize their exposure and increase brand awareness by being in front of our community of over six million international students. We offer this package for colleges and universities that offer undergraduate and graduate degrees on InternationalStudent.com and for English as a Second Language schools and programs on ESLdirectory.com. Our Brand and Exposure package offers a set schedule of exposure through integration with existing network tools and content, new content generation, social media marketing, newsletter inclusion and banners that run throughout our network of sites.

Featured Business

If your product or service is relevant and offers value to our community of international students, you have the opportunity to market your products and service through our network of sites. Our Featured Business partners have the opportunity to get their brand, products and services in front of our targeted audience. As with our school partnerships, we begin with a business profile and then marketing that profile through content generation, social media marketing, newsletter inclusion, email marketing and banners that run throughout our network of sites.



Student Inquiries

Focusing solely on international education, we deliver thousands of exclusive, high quality student inquiries to schools and partners each month. Our targeted and organic approach to student inquiry generation is not only cost effective, but allows clients to convert student inquiries from prospective students to enrolled students at a higher rate and ROI.

Our unique approach to lead generation, through organic traffic, delivers high quality leads exclusive to your institution. Simply tell us what your ideal student looks like and we will deliver leads matching their profile—in real time.

How We Generate Student Inquiries

School Profile Page: We develop a custom school profile page for our partner institutions on our flagship site InternationalStudent.com. The profile serves as the focal point for our marketing efforts as well as a way to dramatically increase the school's web presence, letting students learn more about the institution and programs offered. The school profile page also features:

- Logo and full contact information
- Current student profiles and testimonials
- Listing of programs and degrees offered
- Integration of Twitter and Facebook pages
- Campus photo stream
- School videos

School Search Tool: Our School Search Tool is the main function of InternationalStudent.com with thousands of students searching for schools that meet their higher educational needs every month. Students can search by location, degrees offered, cost, and more! We integrate our partner schools, and their programs, and degrees into our School Search Tool, making it easier for students to find their profile.

Online Marketing: We market the school's profile page to our community of international students, using our network reach, social media, newsletters, content generation/distribution, email marketing, and other efforts to provide our clients with high caliber international student inquiries.

What Makes Our Student inquiry Generation Better?

International education is our core focus and during the past 15 years we have evolved as the student inquirer in the field. Our student inquiry generation service has proven superior to others as it provides:

- Highly targeted student inquiries matching you with students interested in your school and programs.
- Exclusive student inquiries delivered in real-time to ensure maximum conversion rate.
- Student inquiries generated by quality, organic traffic, ensuring high quality and cost effective student inquiries.



BRAND & EXPOSURE

International Student: Colleges and universities that offer undergraduate and graduate programs can enhance their school profile with an enhanced school listing. With the enhancement, your profile will be better integrated into our USA School Search and integrated into our online marketing efforts. The simple end result is that many more students will discover your school and learn about your programs.

The Brand & Exposure package provides:

- Integration into the School Search Tool making it easier for students to find your school/programs
- Enriched profile page - allowing you to include:
 - School logo
 - Student profiles
 - List programs offered
 - School photos
 - Social media integration
 - School videos
- Newsletter inclusion (over 450,000 opt in subscribers)
- Banner ads in rotation throughout the appropriate sites in our network
- School promoted on social networks (Facebook, Twitter, and Google+)
- Multiple blog posts mentioning your institution
- Integration into the state guide and relevant study sections
- Guaranteed minimum of 250 student inquiries
- 12 months of exposure to our international student audience

ESLdirectory: English as a Second Language schools can enhance their visibility and enable greater exposure to students looking for ESL programs with a Featured School listing that provide:

- Integration into the School Search Tool giving students easier access to your programs
- Dedicated listing in the “Featured School” page on our site
- Banner ad in rotation throughout the site
- School mention across our social network (Facebook, Twitter, Google+)
- Multiple blog posts about your school
- 12 months of exposure on ESLdirectory.com



Sample of School Profile:

[POPULAR](#)
[STUDY CENTERS](#)
[PRODUCTS & SERVICES](#)
[RESOURCES](#)
[BLOGS & FORUMS](#)

[USA School Search](#)

Felician College
Lodi, New Jersey
Approximate Cost: \$42,830.00
2,580 Students (68 International)
Faculty / Student Ratio: 12:1

WORLD CLASS EDUCATION
Here at Felician we know the value of an education and how important it is to form a foundation for a successful career.

ABOUT FELICIAN
Our first priority is our students. Our second is their future.

ONLINE EDUCATION
10,000 hours of student volunteer work accomplished per year.

[Overview](#)
[Programs](#)
[ESL](#)

Our History:

Founded in 1942, Felician College is one of the few Franciscan colleges in the country, and the only one in New Jersey. We have built our reputation with an emphasis on service and respect for humanity, striving to represent those values in everything we do.

At Felician College, We provide the individualized attention and support to prepare international students for life, and success after graduation. With full-time, part-time and online offerings, you can expect an accommodating college experience at Felician College along with an Office of International Programs that offers support to all international students from the time of application until graduation. As a co-educational, liberal arts institution, Felician is home to approximately 2,300 undergraduate, graduate and adult studies students. We offer 55 undergraduate and graduate courses of study that includes business, nursing, arts, and more!

Photo/Media Gallery

Request Information

Felician College Info Request Form
Full Name * Phone *
Email * Birth Date *
Address1 * Address2
City * Zip/Postal Code *
Country * Choose one:
Nationality * Choose one: Gender * Choose one:
Highest Degree * Choose one: Degree Sought * Choose one:
Intended Study Field * Choose one: Begin Studies *
Create an automatic account?
☒ Yes! I want easier future form submissions.
Usage Agreement *
☒ Yes! I agree that InternationalStudent.com may share my personal information with its college and university clients and partners. I also would like to receive the monthly newsletter and other occasional communications from InternationalStudent.com.
Terms of Service *
☒ I agree to the Terms of Use and Privacy Statement. Being a U.S. website, both documents provide information for our use and retention of your information in the U.S.

Request Information

Enrollment Info

2,116
total applicants

81%
admitted (1722)

17%
enrolled (351)

SAT Scores: 25th-75th percentile

380-500
Math

370-490
Reading

390-490
Writing

ACT Scores: 25th-75th percentile

14-20
Composite

16-20
Math

12-20
English

Note: 25th-75th percentile ranges show the range of scores achieved by the middle 50% of students who were admitted to the school.

Get the International Student Newsletter!

About International Student
Our vision is to be the company that best recognizes and serves the needs of international students around the world. We strive to provide students world-class resources to help them investigate and pursue an international education, through relevant content, custom online tools and engaging websites that offer only best in class products and services.

- About Us
- Contact
- Advertising
- Partners
- Sitemap


- Home
- Study Centers
- Products & Services
- Resources
- Blogs & Forums

InternationalStudent.com
224 First Street
Neptune Beach, FL 32266
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Sample of Email Marketing:

International Student Information
View online
Share
Unsubscribe



Study Business at Felician College

Students interested in studying business have several options at Felician College:

- Business Administration
- Management and Marketing
- MBA Innovation/Entrepreneurship

Felician College is located only 20 minutes from New York City - providing access to culture, entertainment and numerous internship opportunities. Plus, students can take advantage of the many business relationships Felician College has developed over the past 80 years.

[Learn More](#)

Other Programs Offered:


- Mathematics
- 5 Year BS & MBA
- Intensive English Program
- Computer Information System
- And more!

Let Felician College make you their top priority so education can be yours.

[InternationalStudent.com](#)
1.904.247.1387
[info@InternationalStudent.com](#)
[Manage subscription](#)

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View online
Share
Unsubscribe



Study Computer & Information Technology

At Felician College students are always the top priority and with a campus located just 20 minutes from New York City you will have access to a top notch education, and all of the culture and internship opportunities the city has to offer.

Felician students can choose to pursue one of two Computer Information System tracks:

- Information Assurance and Computer Security, or
- Health Information Management

Felician College is committed to putting students first and was recently ranked one of the regional top five schools for diversity. Find out more about Felician College and how to enroll.

[Learn More](#)

Other Programs Offered:


- Business Administration
- 5 Year BS & MBA
- Intensive English Program
- Accounting
- And more!

Let Felician College make you their top priority so education can be yours.

[InternationalStudent.com](#)
1.904.247.1387
[info@InternationalStudent.com](#)
[Manage subscription](#)

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Sample of Banner Ads:




POPULAR
STUDY CENTERS
PRODUCTS & SERVICES
RESOURCES
BLOGS & FORUMS

USA School Search
Education
School Location
Degree Sought
Type a School Name
Search Now

Study Education in the US

If you want to help students become mentors, role models and dream keepers, start by being that example and teaching them with a degree in education. International students who study education in the US open the door for their students to become something more. With a fast-paced and creative environment, not one day teaching is the same.



According to Bill Gates, if technology is the tool, the teacher is the motivator. The teacher is "the most important." Education has always been the door to more. Teachers hold the key to a different future than what their students could have imagined in a generation where the youth are often ostracized, teachers can be the inspiration to teach the students more than what they can read in a book. Teachers become mentors, role models, and dream keepers. International students who study education can help a generation of students to become mentors, role models and dream keepers themselves.



For the most part, education in the US is split into four categories: early childhood education, elementary education, secondary education, and adult education. Each category requires different skills and offers unique experiences. International students who study education in the US will may have to choose one of the categories to concentrate in before obtaining a degree.

Expectations

Expectations and requirements for colleges will differ depending on the rigor of the school curriculum. International students will be expected to work well with children, especially the age group chosen to work with and will have to prove this through tutoring programs, student teaching, lesson planning and more. Students with high enthusiasm and patience will better endure the classroom atmosphere. Expectations for an education career will depend on the school system the teacher will be teaching, as well as the grade category—early childhood education, elementary education, secondary education or adult education. Early childhood education teachers may deal more with paint, crafts, child development, socialization and early

STUDY EDUCATION IN THE USA GUIDE

- Study Education Overview



Sample Social Media Marketing - Facebook:



facebook Search for people, places and things International S

Admin Panel Notifications Edit Page Build Audience Help Show

International Student
20,199 likes · 400 talking about this

Education Website
We aim to provide the very best resources for international students anywhere in the world, whether for insurance, loans or finding a school!

About Photos Likes Top Fans Insurance

Highlights

Status Photo / Video Offer, Event +

What's happening?

International Student
3 minutes ago near Jacksonville

Find a School Friday: If you think you would benefit from classes that offer one-on-one attention, check out Felician College.

Like · Comment · Share

Neal Conner, Raj K Rana and Mukeza Ngango Barnabé Seminarist like this.

Write a comment...

416 people saw this post Boost Post

International Student shared a link.
18 hours ago

Did you miss our exciting news earlier? Since no one should live life uninformed, we will catch you up. <http://bit.ly/12yLK0p>

Envisage International Announces Relaunch of InternationalStudent.com
<http://bit.ly/12yLK0p>

Envisage International Corporation, a leading international education marketing company serving students and institutions worldwide, is pleased to announce the

Recent Posts by Others on International Student See All

Kameel Adeniyi Zakariyah
hello to you all, how can i get enrol to yea school as student...
19 hours ago

Gigi Walker
The new site looks great! Congrats on the relaunch!
19 hours ago

Gabriel Fermy Aswinta Tarigan
Please inform me if any scholarship for indonesian to study a...
Wednesday at 12:04pm

Solomon Oluwadamilola Ajagbe
Pls connect me,i want to study in abroad from south africa,h...
May 18 at 5:07pm

More Posts

Likes See All

Fonepay
Product/Service

Felician College - Office of International Programs
College & University

Universal Student Housing - USH Inc.
Housing Assistance Service

The Academy of Radio & Television Broadcasting.
School · Trade School



International

Student News

Issue 164 - October 2012
An InternationalStudent.com Publication





[Homepage](#) [Contact Us](#) [Student Blogs](#)

Welcome to the 164th issue of the International Student News!

As most of you are settling into your new life at school, or returning for a new semester - it's time to get your video cameras out for the 2012 Travel Video Contest! It's back again, and with a \$4,000 grand prize - it's an event you do not want to miss! The deadline is 31 October so you still have enough time.


We are also excited to tell you about the new student flight search below, which offers the cheapest student flights available anywhere.

Ross Mason
Editor, InternationalStudent.com



In this issue:

- 2012 Video Contest
- StudyMississippi
- Airfare Tool Updated
- Student News
- From the Mailbag
- Fun Site of the Month
- Study Centers
- Final Word

 [Forward to a Friend](#)

[> StudyMississippi](#)

In the heart of the South lies a state where the sun always shines, the people are friendly, and the picturesque scenery never ends. It's the great state of Mississippi. This state's all-American charm attracts students from all over the world. Over the past decade, thousands of international students have gone to study in Mississippi, fascinated by the state's interesting history, remarkable culture, and impressive academics.


If you want to get a taste of the southern lifestyle - then consider studying in Mississippi. The [StudyMississippi Consortium](#) is the best place to start, as there is information on many universities and high schools in Mississippi.

Visit the [StudyMississippi profile](#) to learn more.

[> Student Airfare Tool Updated](#)

Last month we updated the [student airfare tool](#) that we use on our travel center, making it much easier to search for flights from all around the world. The new tool, in partnership with Student Universe, allows you to search for specially discounted flights that are just available to students - on many routes, especially internationally, they can save you money when compared to shopping directly with the airlines! Check out the new tool today and for your trip home, or maybe that trip over Christmas vacation, you can book it with us and save money!

<http://www.InternationalStudent.com/travel/student-airfare/>



DON SEARS, DIRECTOR OF SALES • DSEARS@ENVISAGEINTERNATIONAL.COM • +1 (904) 247-1387 EXT 114

Sample of Featured Business Profile:

[POPULAR](#)
[STUDY CENTERS](#)
[PRODUCTS & SERVICES](#)
[RESOURCES](#)
[BLOGS & FORUMS](#)

[USA School Search](#)

International Student / Products & Services / Student Travel Center / Student Accommodations

Student Accommodations

We all know that when travelling abroad, accommodation can be hard to find if you have never been to that particular country before and you are unsure which real estate or housing rental company you should trust. A lot of international students book themselves into a hotel or hostel before finding something more permanent in the area.

Staying in a hotel for this time can be very expensive, especially on a student budget, and staying in a hostel room can become impersonal and cramped. However, a great alternative lodging choice that is more suitable for these sort of situations, is to stay in private accommodation. Such places can be found on [Wimdu.com](#), which has a great selection of apartments and rooms to rent out for short periods – whether it be for a vacation or a somewhere to crash in between housing contracts.

Wimdu has over 50,000 properties across more than 100 different countries around the world to rent out. Offering accommodation to suit any budget range, any style with any amenity – makes Wimdu a great company to use if you like to stay in accommodation which is a bit different to your average hotel room. There are many student friendly apartments currently listed on Wimdu.com. Shown below is a list of the apartments that we recommend for students who are looking to travel in a group to places of the likes of Hong Kong, New York and London.

Studying/ Visiting NYC

If you are an international student who is studying in the USA, if you haven't already been, then a trip to NYC should definitely be on the agenda. We recommend staying in an apartment like [this offer here](#). Accommodating up to 5 people, located in Brooklyn and having a kitchen, makes this a perfect place to chill out with friends.

Studying/ Visiting London

London is a very popular choice to visit if you ever plan on travelling around Europe, or your host institution is there. This particular offer [shown here](#), provides you with a kitchen, free internet-Wi-Fi and a TV, at only \$23 per night. It is a superbly located studio apartment, accommodating up to 4 people, situated in the Fulham/Chelsea district.

Wimdu - How it works

Wimdu
travel like a local

Please check out their Facebook page and their Twitter profile.

STUDENT TRAVEL CENTER

- Student Travel Guide
- Student Airfare
- Accommodations
- Rail Pass Center
- Student Youth Hostels
- Homestay Programs
- Student ID Cards
- Student Car Rental

USA
Work & Study

Study in
West Virginia

CONCORD UNIVERSITY

LATEST TWEETS

@umwde thanks for the RT - glad you like the section! We have a whole new explained section with videos at <http://it.co/BUZ1offah9>

International Student Weekly is out! <http://it.co/98tVDF55U5> • Top stories today via @EdUSAtips @GlobalHigherEd @AspireAbroad

Did you miss our exciting news earlier? Since no one should live life uninformed, we will catch you up. <http://it.co/Er04y7kcbg>

Blog Post: Top 3 Road Trip Routes in the US <http://it.co/0aGPR2g0>

USEFUL RESOURCES

- Travel Medical Insurance Explained
- Mobile Phone and Sim Cards
- US State Department Travel Warnings

Get the International Student Newsletter!

About International Student

Our vision is to be the company that best recognizes and serves the needs of international students around the world. We strive to provide students world-class resources to help them investigate and pursue an international education, through relevant content, custom online tools and engaging websites that offer only best in class products and services.

- About Us
- Contact
- Advertising
- Partners
- Sitemap

- Home
- Study Centers
- Products & Services
- Resources
- Blogs & Forums

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Neptune Beach, FL 32266
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EMAIL MARKETING


With a database of over 450,000 opt in subscribers our email marketing service is designed to allow schools and organization to get their message in front of the international student from around the world. Emails can target a particular region or student profile to meet the institution's desired goals and can be executed as part of a bigger campaign or a one-off.

Sample of Email Marketing:

[View Online](#) | [Unsubscribe](#) | [Edit Profile](#)

International STUDENT

CollegeWeek Live



STEM & Health Sciences Day
May 9, 2013

Open doors with a STEM career, and a \$1,000 scholarship.

Sign Up Now

Did you know that STEM & Health Sciences professionals out-earn other occupations by 12-30%?

STEM (science, technology, engineering & math) & Health Science degrees can set you up for thousands of career paths - everything from designing video games to improving water quality. And it all starts with a STEM related degree.






Join us TODAY for **STEM & Health Sciences Day**, and check out degree programs & research opportunities at over 50 colleges, like [Texas Tech University](#), [Florida A&M University](#) and [Yale](#).






Plus, we'll help you kick start your college funding with a \$1,000 scholarship opportunity just for joining us! Entering is easy:

1. **Attend STEM & Health Sciences Day today at CollegeWeekLive**
2. **Visit three college booths of your choice when you're logged in**
3. **You're automatically entered for our \$1,000 scholarship.**


Sign Up Now

Participating Colleges Include:

[www.internationalstudent.com](#) [Manage subscription](#)



International Student - 224 First Street, Neptune Beach, Florida 32266, United States



CONCIERGE STUDENT INQUIRIES

Each month we get thousands of inquiries from students who know they want to study in the US but don't know exactly what they want to study or where. We help them with that decision by offering them our Concierge Service. They tell us about themselves and their educational goals and we match them with colleges and universities that meet their criteria.

Our Concierge Student inquiries can be purchased and delivered in bulk; one time, weekly, bi-weekly, or monthly. Simply tell us what your ideal student profile looks like and we will send you students in our database that match those criteria. The information we collect is:

- Full Name
- Phone
- Nationality
- Gender
- DOB
- Email
- Mailing Address
- Intended Study Start Date
- Highest Degree Obtained
- Intended Field of Study
- Degree Sought

Sample Student inquiry:

View Lead ✕

School:	Felician College
School Administrator:	Not assigned
From:	Student: ██████████ Hodgson
	Email: ██████████@gmail.com
	Phone: 85425621
	Age: 19
	Address: ██████████ Panadería Baena Bluefields , R.A.A.S 505
	Nationality: Nicaragua
	Plans to begin studies: 21 August 2013
	Highest Degree Attained: High School/Secondary School
	Intended Study Field: Computer & Information Systems
	Degree Sought: BS - Computer Information Systems
Message:	



CONTACT US / FOLLOW US

Corporate Address

224 First Street
Neptune Beach, FL 32266
United States
(904) 247-1387

Don Sears, Director of Sales
dsears@envisageinternational.com
(904) 247-1387 ext 114

