

INTERNETIC

SERVICES AND
ADVERTISING SPACE

STUDENT INFORMATION NETWORK



Statistics and users

Serbian No.1 student web sites:

- ↑ 550.000 page views
- ↑ 150.000 unique visitors per month
- ↑ 74.000 registered users
- ↑ 20.000 student programs
- ↑ 2.000 helpful student documents
- ↑ 2.000 student advices and recommendations
- ↑ daily news regarding students' lives
- ↑ 35.000 fans on facebook
- ↑ 6 Google Page Rank
- ↑ 76 countries visitors (Serbia 85%, Bosnia, Montenegro, Croatia, Macedonia, Germany, Italy, The United States, and more)

Websites demographics

GENDER	AGE	master.rs	diplomske.com	studenti.rs
male	18-24	21.4%	51.1%	36.1%
	25-34	18,1%	3.2%	36%
	35-44	1%	0.2%	7.4%
female	18-24	27,8%	25.9%	11.6%
	25-34	25,5%	4.1%	1%
	35-44	0,9%	0.4%	0.9%

Rental of Advertising Space

We use two models of selling for our advertising space:

1. Selling banners on monthly basis. We offer a wide range of banners in different sizes (more information can be found within the price list).
2. CPM (cost per mille), which means that prices are expressed in thousands of impressions.

SPONSORED PR ARTICLES

PR articles are texts written on your request. Namely, a text can be in the form of articles, interviews, announcements or combined. Up to 4 photos can accompany the text, as well as a video clip. The maximum text length is 4000 characters. Each sponsored text will be promoted on our facebook as well as on our twitter page.

PR article remains on our site FOREVER.

DIRECT EMAIL MARKETING

We offer DEM (direct email marketing) to all students shown in our database (more than 75.000 students), which is increasing by 100 students a day. Also, DEM for a specific target group of students is possible (by using an extensive filtration criteria that hits the prospective group of students).

LISTS OF PROGRAMS

The lists of programs are displayed with logo and links on each of the program pages (together with a description of all the courses, videos and pictures about the program). Apart from the program listing you will also get the presentation of your University/College/ Institution for free.

PROGRAMS IN FOCUS

You can choose the option of publishing your presentation at a specific time in the Focus on the main page of our websites www.master.rs and www.diplomske.com.

Your study programs / courses will then be available on our website www.studenti.rs, as well.

All advertisers are featured in social media accounts



	Number of impression	CPM
position 1	30000 - 100000	5
728 x 90	100000 - 300000	4.5
	300000 - 500000	4
	over 500000	3.5
position 2	30000 - 100000	4
468 x 60 350 x 250	100000 - 300000	3.5
	300000 - 500000	3
	over 500000	2.5
position 3	30000 - 100000	3.5
468 x 60 350 x 250	100000 - 300000	3
	300000 - 500000	2.5
	over 500000	2

DIRECT EMAIL MARKETING

We offer you a possibility of sending a newsletter to our student database, which holds more than 75.000 students (and is increasing by 150 students a day).

Dem for a specific target group of students (extensive filtration criteria that hits the prospective group of students) according to their:

- # Field of Interest
- # Desired Course Level: Graduation/
- # Destination country
- # Source of funding
- # Current Location in Serbia
- # Educational qualification Filter
- # Age

note: we accept only content relevant for our students

	Number of impression	CPM
position 5	1000 - 5000	21
DEM	5000 - 10000	18
	10000 - 20000	15
	over 20000	13



	Number of impression	CPM
position 1	30000 - 100000	5
728 x 90	100000 - 300000	4.5
	300000 - 500000	4
	preko 500000	3.5
position 5	week	--
focus programme	1 month	--
	2 months	--
	over 2 months	--
position 6	year 0-2	--
student programme + presentation of institution + request direct links + news about activities	years 2-5	--
	years 5-10	--
	over 10 years	--



	Number of impression	CPM
position 2	30000 - 100000	4
468 x 60 300 x 250	100000 - 300000	3.5
	300000 - 500000	3
	over 500000	2.5
position 3	30000 - 100000	3.5
468 x 60 300 x 250	100000 - 300000	3
	300000 - 500000	2.5
	over 500000	2
position 4	30000 - 100000	3
300 x 250	100000 - 300000	2.5
	300000 - 500000	2
	over 500000	1.5



	Number of impression	CPM
position 1	30000 - 100000	5
728 x 90	100000 - 300000	4.5
	300000 - 500000	4
	over 500000	3.5
position 5	week	--
focus programme	1 month	--
	2 months	--
	over 2 months	--
position 6	year 0-2	--
student programme + presentation of institution + request direct links + news about activities	year2-5	--
	year 5-10	--
	over 10 years	--



	Number of impression	CPM
position 2	30000 - 100000	4
468 x 60 350 x 250	100000 - 300000	3.5
	300000 - 500000	3
	over500000	2.5
position 3	30000 - 100000	3.5
468 x 60 350 x 250	100000 - 300000	3
	300000 - 500000	2.5
	over 500000	2
position 4	30000 - 100000	3
350 x 250	100000 - 300000	2.5
	300000 - 500000	2
	over 500000	1.5

RECOMMENDATIONS

We are partners:

- **For all relevant events** (Access MBA, Access Masters, PR Arena, Noć Istraživača, EuroBelgrade, FIST Festival, Ghost Project 2014 Mikser, Forum struke, EBEC Beograd 2014, Budi VIP student, ESTIEM LG Belgrade- projekat Academy of Modern Management, Estiem Dani sporta, Blog za bezbedan internet, Back2Serbia, Tvitomanija, Case Study Show, Festival Nauke Beograd, Packtivity, Sarajevo Marketing Summit, IT Week, Make it Possible).
- **Student organizations** (EduCentar, Best, Estiem Belgrade, PEKS, New Leaders, Make it Possible, TEDxNS, TEDxZemun, Fokus organization, Cimeri.rs, Studentski vodič, Heysuccess, TIM, Studentski dnevni list, Link Group, Ovivio).
- **Festivals** (Mikser, Belgrade Design week, Belgrade Fashion week, Fashion Selection, Europe Future Fashion, Serbia Fashion Week, Fotomaraton).
- **Fairs** (Job Fair, Career Days, MBAfair, EduFair, Putokazi).
- **Universities and Faculties** (School of Computing, Belgrade Banking Academy, Faculty of Sciences, Faculty of Technical Sciences, The Faculty of Visual Arts of the University 'Mediterranean' in Podgorica, Educons University, Faculte for sport and tourism TIMS, University Metropolitan, Moda Pelle Academy, Doba Faculty, Project Management College, Academy of Diplomacy and Security, Slobomir P University, The Istituto Europeo di Design, New Academy of Fine Art (Naba – Nuova Accademia di Belle Arti), Istituto Marangoni, Domus Academy, Scuola Politecnica di Design, Macromedia University for Media and Communication MHMK, University of Macedonia, London School of Commerce Beograd, CEU Business School, Andrassy University Budapest, Business Academy, SAE Institute Beograd, Alma Graduate School).
- **Language Schools** (School for Italian language Leonardo da Vinci, school for german language Fokus Deutsch)
- Educational Courses (Psihorelaks, TIM)
- **IFPI:** website master.rs is an exclusive member of International IFPI (International Forum for Postgraduate Studies Information). www.postgraduate.ch, www.postgraduate.de, www.postgraduate.at, www.masterin.it, www.findamasters.com, www.mastermas.com, www.kelformation.com, www.educentar.net, edukacija.posao.ba

STUDENTSKA INFORMATIVNA MREŽA

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RECOMMENDATIONS



ISTITUTO MARANGONI



NABA NUOVA ACCADEMIA DI BELLE ARTI MILANO

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RECOMMENDATIONS



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RECOMMENDATIONS

postgraduate .ch

postgraduate .de

postgraduate .at

masterin.it

FindAMasters.com



Le moteur
de la formation
professionnelle

Edukacija.Posao.ba

m+ mastermas.com

edu.pracuj.pl

EduCentar
Powered by MojPosao

JOB FAIR 10

CAREER DAYS

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www.pdpconvention.com
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AIESEC

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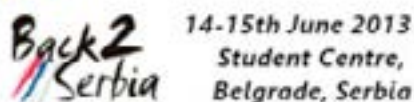


RECOMMENDATIONS



CM Belgrade

ESTIEM XLV Council Meeting



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OUR SERVICES

Nemestic assists several universities across the world in recruiting students for undergraduate and postgraduate courses through its various offices and specialises in providing expert advice concerning the everchanging visa legislation.

Nemestic Studio provides services to international educational companies/ universities by helping them directly approach the Central- and Eastern-European market.

All of projects of Nemestic studio are implemented through international cooperation. We are an authorised representatives for The Istituto Europeo di Design, New Academy of Fine Art (Naba – Nuova Accademia di Belle Arti), Istituto Marangoni, Domus Academy, Scuola Politecnica di Design, Macromedia University for Media and Communication MHMK and The School for Italian language Leonardo da Vinci.

We provide career counselling to prospective students regarding higher education abroad and help them identify the right career path and most suitable course for their career growth. As a student you can ask the study adviser all your study-related questions, for instance, about:

- # admissions and registration
- # the content and structure of the programme
- # course and examination regulations
- # study planning and approach
- # attending courses at the same universities in other cities
- # tuition, scholarships and grants
- # studying abroad
- # the graduation process
- # student housing

All these services are offered free to the candidates, while cost for university depend from partnership typology.

We FOCUS primarily on helping students take the right decision and make the most of the opportunities available to them in pursuing their aspirations. We provide students an opportunity to choose a course which would lead them towards great careers or to make smooth changes of their current careers in the future. Our students receive personalized attention in a dynamic and supportive environment.

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OUR SERVICES

At Nemestic, student satisfaction and quality advice is of the utmost importance. Studying abroad for most people can be an opportunity of a lifetime and as such it requires proper planning and guidance. This is where our experienced consultants play a major role in laying the pathway and setting the guidelines for the students' future. We yearn to provide them with the best options for their academic and career progress.

We offer students consulting - (we guide students through the entire process of pursuing their studies abroad from selecting an area of study, an educational institution and ensuring that they arrive safely at a chosen destination. Students can come to our office, visit us on fairs or contact us by email or Skype).

Nemestic also organizes various types of offline activities and distribution of printed materials (every year we organize presentations at different educational fairs in the region (Serbia, Croatia and others countries), at career centers in Novi Sad and in Belgrade. We are media sponsors of various student organizations (BEST, Job Fair, Noć Istraživača) and festivals (Mikser, Belgrade Design week, Belgrade Fashion week, Fashion Selection, Europe Future Fashion) where our promotional material is being shared).

On our websites www.master.rs and www.diplomske.com we offer the translation of your academic program, that is, the translation of all your programs including your placement.

Program listing includes free listing of academic programs for one year, as well as the presentation of the institution, university or college, cataloguing the institutions, cataloguing the scientific disciplines and fields, requests of students through web form.

Promotional articles in Serbian language written by professional journalists on our websites: www.style.rs, www.master.rs and www.diplomske.com.

Our journalist makes articles on various topics and publishes them in Focus on our websites in a different time period. It can be student stories and their success in the professional life after studies. We can do a few interviews with successful students and their experiences on your faculty. You can give us your contact of your former students who have made successful careers and our journalists will contact them and do an interview.

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Websites:

www.master.rs

www.studenti.rs

www.diplomske.com

Students counseling

www.studiranje.net

STYLERS - request style.rs mediakit

www.style.rs

Twitter:

@diplomske @postdiplomske @nemestic

Facebook:

<http://www.facebook.com/master.rs>

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