

# Which MBA? Newsletter Sponsorship

## READER PROFILE

85% say they are likely to apply to graduate school in the next year

82% have three or more years of work experience

678 average GMAT score

The Economist's Which MBA? newsletter is sent on a biweekly basis to a regularly updated opt-in database of over 45,000 prospective MBA students.

Feature your school front-and-center for these prospective students. Sponsorship includes:

- 100% share-of-voice of top center ad
- Sponsored link and 50-word profile embedded within the content
- Ad and sponsored link click-through to website of your choice

To book your advertising space, contact us today.

Sponsorship cost  
\$2,000

The screenshot displays the layout of the 'Which MBA?' newsletter. At the top, there are social media links for Facebook and Twitter. The main content area is divided into several sections:

- Imperial College London BUSINESS SCHOOL**: A prominent advertisement for the Imperial MBA program, including a 'LEARN MORE ABOUT THE IMPERIAL MBA: DOWNLOAD A BROCHURE' button.
- Careers: A tough job**: An article with a ranking of business schools' careers services.
- MBA diary: Kicking the habit**: A student's non-textbook view of short-termism.
- Schumpeter: On the cards**: Why the business card is thriving in the electronic age.
- Daily chart: The glass-ceiling index**: Where is the best place in the world to be a working woman?
- The world's best business programmes, 2014**: Full-time MBA rankings with a 'See the top 100 >>' link.
- Win a \$25,000 scholarship**: A contest where the highest scoring entrant on a GMAT simulation test wins a \$25,000 scholarship and five runners-up win iPad minis.
- Hit your target GMAT**: A promotion for a free 7-day trial with Economist GMAT Tutor.

A sponsored advertisement at the bottom features the text: 'Sponsored Transform your career with the Imperial MBA. At Imperial College Business School, we inspire brilliant minds to be the world's future business leaders. The Imperial Full-Time MBA is a 12-month transformational experience that will accelerate your career. Learn about the MBA modules, electives, international trips and careers support by downloading our interactive online brochure today.'

The Economist Group

NEWSLETTER

# Economist GMAT Tutor Newsletter Sponsorship

Feature your school within the news that matters to prospective students.

Sponsorship includes:

100% share-of-voice

Link and 50-word profile embedded within the content

## READER PROFILE

**93%** say they plan to apply to business school

The Economist GMAT Pulse newsletter is sent on a monthly basis to a regularly updated opt-in database of over **95,000 prospective MBA students** that is growing by 1,000 subscribers each week.

The screenshot shows an email header with 'The Economist' and 'GMAT Tutor' logos. The main heading is 'GMAT Pulse: Enter our Brightest Minds MBA Scholarship Contest'. The body of the email includes a personalized greeting 'Dear Natalie', a paragraph about a survey of MBA students, and a link to 'ranking of business schools' careers services'. It also says 'Happy studying' and 'The Economist GMAT Tutor team'. A section titled 'From the blog' features two articles: 'GMAT test day warm up strategies' and 'GMAT advice: improving after overstudying'. Below this is a 'Keep up with us on social media' section with two tweets from @EconomistGMATtutor. The footer of the email is titled 'Latest Economist GMAT Tutor news' and features a sponsored article from Hult International Business School titled 'What CEOs want from MBAs'.

To book your advertising space, contact your local advertising representative today.

Sponsorship cost  
\$3,000