

## Just a glance

The idea of quality international education for college and university students gave birth to the establishment of the Scenario Group of Publications in 1997, which later became a reality on September 1, 2001 with the efforts of a team of experts. The Scenario Group of Publications is a publishing house that works at four levels:

- (a) Publications (b) Scenario Communications
- (c) Event Management (d) Consultancy Services

# MONTHLY Education SCENARIO INTERNATIONAL

**SIMPLY THE BEST INTERNATIONAL EDUCATION GUIDE**

*Circulating globally*



## The Magazine—an introduction

Education Scenario International (ESI), a monthly publication of the Scenario Group of Publications (SGP), based in Lahore the capital of Pakistan's largest province of Punjab—was launched in September 2001. It is the first and the only publication of its kind, in its own right, in Pakistan that aims at promotion of quality international education around the world.

The four—colour magazine is published on fine—quality art paper under the guidance of highly professional team, to explore new avenues in quality international education. Basically, this publication aims at guiding the student community around the world. It seeks to serve, as the ESI slogan suggests, as the best guide for international education.

# Contents

Education Scenario International offers a variety of articles on varied moods with information vital to modern trends in education and new ideas to stimulate and encourage students.

Divided and classified under various heads and sections, the magazine has permanent categories that accommodate articles on a variety of subjects such as:

- Career counselling ■ University Rankings ■ Scholarships
- Immigration ■ Online learning ■ Education exhibitions ■ Interviews

## Career counselling

Education Scenario International serves students internationally with the objective of guiding them:

- It guides them properly and confidently, in a professional manner, how to choose the best institutions they wish to seek admission to;
- Where and how to find the universities of their choice;
- What courses of study they offer and in what manner;
- The fee structure;
- Help in career selection;
- The post-landing-and-stay problems and solutions.

## Scholarships

It is the Group's policy to look for and find out scholarships for international brilliant students so they can continue and pursue higher education in their choice colleges and university with ease and comfort:

Information on full scholarships;

- Proper guidance;
- Awareness and alerts
- Contacts under no obligation.

## Education exhibitions

As a clear-cut policy, the Scenario Group of Publications organises and co-organises education exhibitions and also holds conferences, seminars and workshops to promote education.

- Displays products necessary for guidance of students;
- To attract maximum number of students;
- To pave way for fresh recruitments;
- To keep in touch with individuals and groups.

## Interviews

ESI has followed a policy of publishing interviews of big guns in education and education ministers of various countries. To name a few:

- ACCA;
- United States Education Foundation;
- The British Council bosses;
- Head of British Computer Society;
- Russian education minister;
- Cyprus education minister;
- UK education minister;
- Middle East titans and scores of others

## University Rankings

Being the only magazine serving as an all-time guide and information-supplier, the ESI regularly gives the University Rankings year by year so students wishing to pursue higher studies get proper guidance on:

- A comprehensive analysis;
- List of universities around the globe;
- Proper help on selection;
- Research encouragement to academicians;
- Analytical view on why the 'up-and-down' trend.

## Immigration

As an important component of the whole process, right from the initial contact to the last step of admissions, rules and regulations and laws of a country are necessary as vital knowledge for students before they reach the port of entry.

- The ESI updates rules and regulations;
- Supplies important tips for visa acquisition;
- Publishes articles which guides students;
- Provides them with certain pieces of advice;
- Step-by-step guidance helps them familiarise and acclimatise.

## Online learning

The ESI offers vital tips on all facets and aspects like:

- Virtual;
- Distance;
- Email;
- Articles on courses of study;
- Benefits;
- Professional advice on exam preparation
- Stress on quality degree.

## Achievements

The only publication circulated in more than 15 countries.

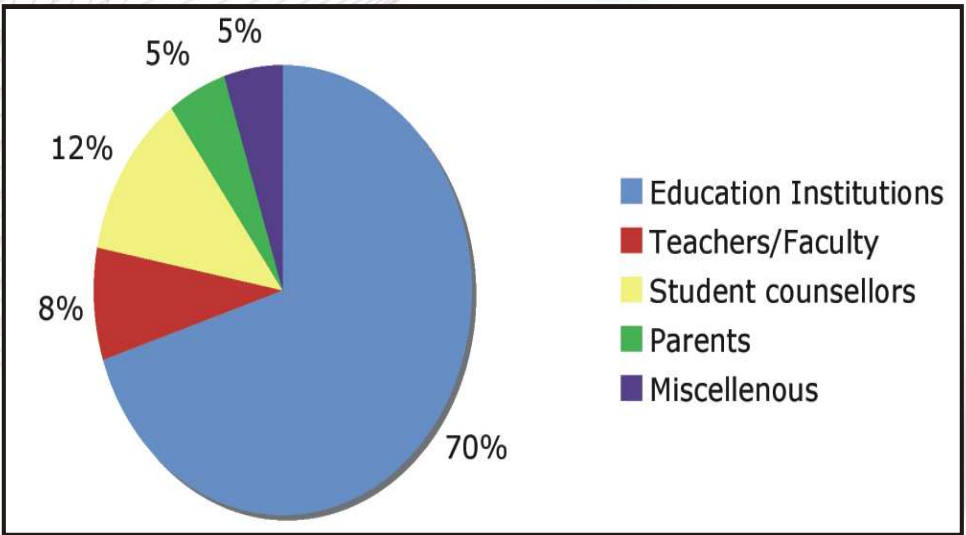
Declared as the official magazine by educational exhibitions

More than 500 international/national organizations and universities have advertised.

The only magazine that published interviews of well-known national and international figures. ESI is the market leader with concept of 'Developing the nation for a better future' (vi) Under this exhibition and awareness seminars are held in 21 potential cities of Pakistan.

# Readership and Circulation

The magazine has a little over 150,000 readers. This number includes a wide range and variety of our valued readers such as (mainly) students, teachers, parents, academicians, research-scholars, executives in the education business, student recruitment agents, education counsellors, consultants, staff of embassies, NGOs, government and private sector functionaries and student immigration agents, libraries and miscellaneous. With a print circulation of 25,000 (direct buyers) and a readership of over 150,000 secondary buyers and influencers, Education Scenario International reaches more educational decision-makers and buyers with executive titles than any of the general business media.



## Target readership

1. Students (wishing to pursue higher studies)
2. Individuals seeking higher education opportunities
3. Schools/colleges and universities
4. Embassies
5. Education and career counsellors
6. Institutions registered with ACCA, BCS, UK
7. O/A Levels institutions registered with the British Council
  - UK education minister;
  - Middle East titans and scores of others

## Circulation points

- Private and public schools, colleges & universities
- Local institutions offering foreign qualifications
- Student counsellors in educational institutions
- Technical and vocational institutions
- Student recruitment agents and consultants
- Available at bookshops, newsstands
- More than 500 universities worldwide
- Foreign missions embassies and consulates
- Major education organisations on national and international levels
- Public and private libraries

Special distribution at international education exhibitions and seminars on discounted prices.

The education industry not only in the UK but also in the Middle East is expanding rapidly stressing quality education by national governments and an influx of international expatriate communities, demanding a variety of education options, and a vibrant economy that has catalyzed spending in educational facilities and equipment.

Encouraged by sponsors and clients and, of course, with appreciation by our valued readers, the Group has now launched Education Scenario International from the UK and the UAE simultaneously.

Now the Group envisages its expansion plans for India, China, Australia and Canada.

## Target market

1. Students and teachers
2. Professional consultants/agents
3. Educational counsellors
4. Foreign universities
5. Domestic educational institutions
6. Parents and education promoters
7. Government representatives

## Advertisement Packages

POSITION	ISSUES	GBP £	US\$	UAE Dhrm	PK Rs
ORDINARY	1	GBP 300	US\$ 500	AED 2000	Rs 20,000
ORDINARY	6	GBP 1500	US\$ 2800	AED 10500	Rs 90,000
ORDINARY	12	GBP 2400	US\$ 4480	AED 16800	Rs 1,20,000
FRONT INSIDE TITLE	1	GBP 600	US\$ 1100	AED 4000	Rs 40,000
FRONT INSIDE TITLE	6	GBP 3300	US\$ 6160	AED 23100	Rs 1,80,000
FRONT INSIDE TITLE	12	GBP 6000	US\$ 11200	AED 42000	Rs 240,000
BACK INSIDE TITLE	1	GBP 500	US\$ 900	AED 3000	Rs 30,000
BACK INSIDE TITLE	6	GBP 2100	US\$ 3920	AED 14700	Rs 1,20,000
BACK INSIDE TITLE	12	GBP 3600	US\$ 6720	AED 25200	Rs 1,80,000
BACK TITLE	1	GBP 1000	US\$ 1800	AED 6500	Rs 60,000
BACK TITLE	6	GBP 5400	US\$ 10080	AED 37800	Rs 3,00,000
BACK TITLE	12	GBP 9500	US\$ 17000	AED 66500	Rs 4,80,000

### Why advertise through ESI?

- A large circulation and a sound subscribers' base are reasons enough to publicize products/services/company through the pages of Education Scenario International.
- Special packages and other offers available.
- Annual contracts of course provide the best of mileage and add momentum to projection.
- The ads published in this magazine reach those who matter most.

### ■ Technical specifications

Size of full page: 19.5 x 26.5cm (width x length)  
 Periodicity: Monthly  
 Deadline for artwork: 20th of every month  
 Publication date: 25th of every month  
 Market availability: 1st of every month  
 Nature of magazine: Full colour  
 Quality of the paper: 115 gram art paper and 260 gram card title

### ■ Booking Requirements

- (i) Release order
- (ii) Design/artwork in printable PDF format on high-resolution (minimum 300 DPI)
- (iii) Payment against the selected package

### ■ Important

1. The tariff is effective from October 1, 2008.
2. With the new tariff, previous tariffs automatically stand cancelled.
3. 10 % discount is offered on the annual contract.