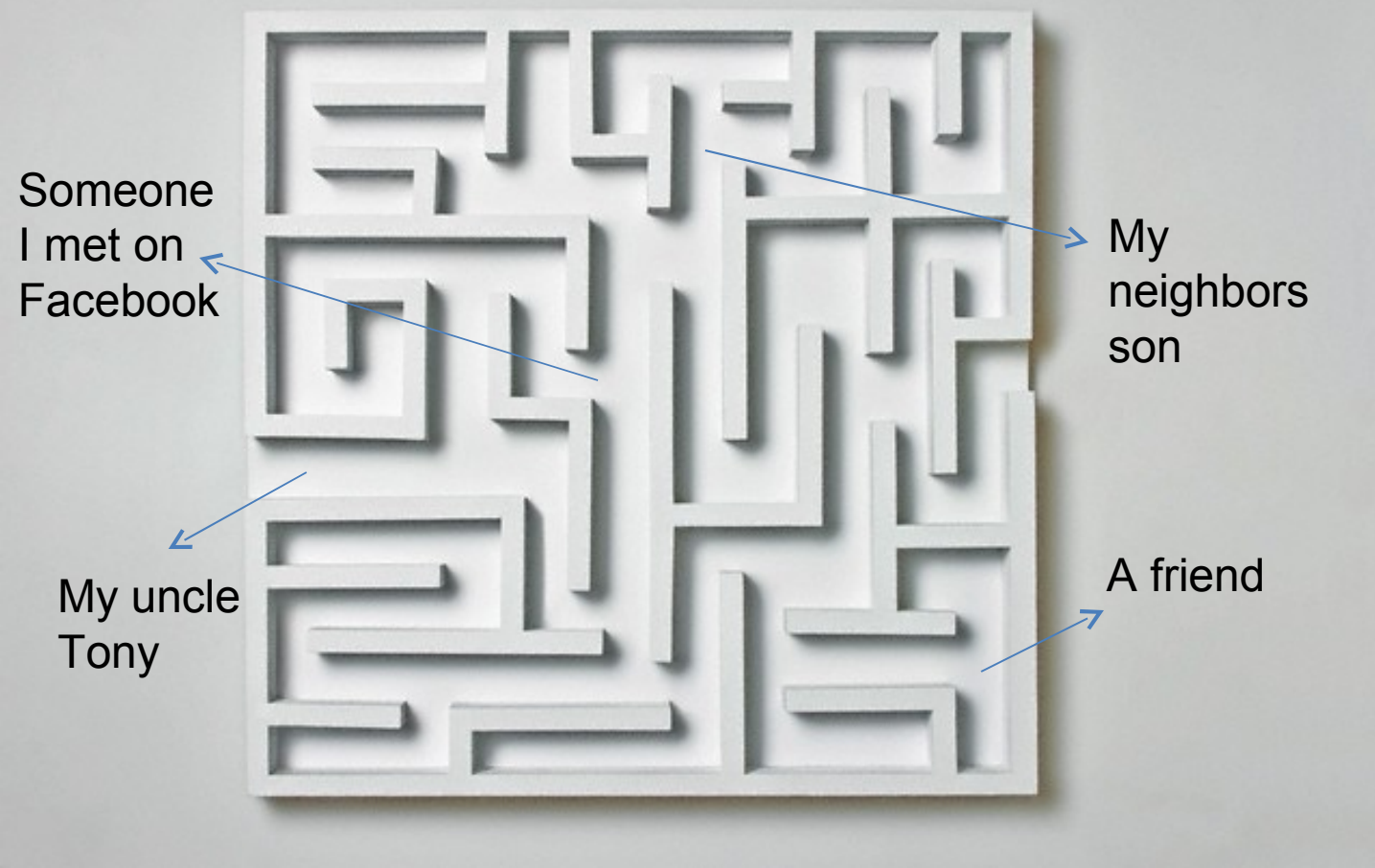


Three graduates in black gowns and caps are jumping joyfully in the air. The graduate on the left is a woman with blonde hair, wearing flip-flops and holding a rolled-up diploma with a red ribbon. The graduate in the middle is a man with short brown hair, wearing black shoes and holding a rolled-up diploma with a red ribbon. The graduate on the right is a woman with dark hair, wearing high-heeled shoes and holding a rolled-up diploma with a red ribbon. They are all smiling and looking towards the camera.

Media Kit

The 2010 MBA Schools Guide

The most comprehensive guide to doing an MBA in the United States featuring
over 750 B-schools and more than 2,000 programs



This is how your students find you today...

And we're changing all that!

The 2010 MBA Schools Guide

The most comprehensive directory of Graduate B-schools in United States

Content

What is The 2010 MBA Schools Guide?

- First ever **FREE** information guide in the country featuring 750 B-Schools and more than 2,000 programs in the US.
- Promoted by a 165,000 dollar national marketing budget.
- Paperback and Electronic versions available
- Supported by 8 major media networks in the country with a total reach of more than 11.4 million people.
- Published by MBAfaqs.com – India's first LIVE and FREE foreign MBA counseling company.

Every week, MBAfaqs.com helps thousands of students in India get LIVE and FREE advice and information on foreign MBA education through expert counseling by an in-house team of 15 advisors.

Current statistics (June 11, 2010)

Total institutions participating: 469
Featured institutions: 74
Advertisers: 11

Guide specifications:

Size: 8.25" * 10.5"
Pages: 128
Color/BW: Color
Paperback/Electronic: Both
Paperback Print run: 40,000 copies
Launch date: July 25, 2010

Next page >> Marketing and Distribution

FAQ's

Where will The 2010 MBA Schools Guide be circulated?

Our guide is absolutely **FREE** to order at:
www.the2010MBASchoolsGuide.com.
Customers are given the option to order a paperback or an electronic copy.

How will you promote the guide?

MBAfaqs has partnered with 8 major media networks in India to promote

The 2010 MBA Schools Guide and a 165,000 \$ marketing budget. 80% of will be spent on offline advertising in Newspapers, Periodicals and Television while 20% of the budget is allotted to Online and Mobile Marketing.

Do you see a demand for this guide?

Absolutely. This guide is driven by the demand that we experienced at MBAfaqs.com. Students want to know the options they have. And more often than not, they don't.

You're showcasing 750 colleges. Isn't that an overkill?

We thought so too. But to restrict the number of colleges would mean restricting information. And, we'd rather make a complete book than an insubstantial one!

Will this guarantee me Indian students at my University?

Absolutely not! But what we can tell you is that a lot of them will know you. A lot of them may come to you for more information. But that's a little like asking – if I do an MBA will I be a successful executive!

Marketing & Distribution

How we will deliver 170,000 copies to the right audience

Largest daily newspaper in India
Largest Out of Home Media company in India
Largest television network in India
Largest regional language newspaper in India
Largest Radio Station in India
Largest information and entertainment portal in India
Largest mobile advertising company in India
Most popular education portal in India

Marketing Partners

FAQ's

Why are you promoting so heavily in offline media?

India is still waking up to the world wide web. A lot of decisions on education are still taken by parents who rely more on offline media for information.

How will MBAfaqs.com help you?

MBAfaqs answers thousands of questions LIVE for students across the country. We are a trusted source of information for these students and we promote the book during our chat sessions with them.

How many students will you reach?

We expect a total readership of 170,000 for both the electronic and paperback versions. About 25,000 students will apply at Graduate B-schools in the US this year. We estimate reaching about 69% of that audience.

What do you mean by Marketing Partners?

Our marketing partners represent a huge audience population which occupies the upper strata of income demographics. We have entered into preferred rate agreements with these companies.

Why should I go half way round the world to promote my institution?

Because, Indian students now form the single largest foreign student community in the United States.

This year, more than 25,000 students will apply at institutions across the US. That should be a number that interests you!

112,000 dollars in marketing spend on offline media:

Newspaper Ads: 57,500 \$
Sponsoring a careers show on television: 26,400 \$
240 radio spots: 11,300 \$
Out of home media: 16,800 \$

28,000 dollars in online and mobile marketing

Online marketing: 19,500 \$
Mobile marketing: 9,500 \$

[Next page >> Audience profile](#)

Audience profile

Who will read The 2010 MBA Schools Guide?

Based on the 35,000 pre-registrations received and 3,100 confirmation calls:

Segregation by Age

Age 18-21: 11%

Age 21-25: 39%

Age 25-29: 26%

Age 29-35: 14%

Age 35 and over: 10%

Segregation by Gender

Male: 63%

Female: 37%

Segregation by Intent

Strong intent to join a US MBA program: 42%

Somewhat interested: 29%

Undecided: 29%

Geographical location

North India: 19%

South India: 23%

East India: 11%

West India: 47%

Applying this year

Yes: 34%

No: 31%

Maybe: 35%

FAQ's

What age group do Indian applicants usually fall in?

Indian students going to the United States to study their Masters in Business are usually in the 21-29 age groups. Unlike the west, Indian students believe that an MBA does not necessarily need to be pursued after work experience.

Where do most of the foreign MBA graduates come from within India?

Western India sends the most number of students to graduate B-schools in the United States.

The major student exporting states are Maharashtra and Gujarat.

How many students in your target audience intend to apply at B-schools in the US this year?

To pin-point a number to this is extremely difficult. However, our unique advantage of managing a direct student relationship with MBAfaqs enables us to gain a significant insight into what our target audience intends to do.

This year, about 34% of the students that receive our guide "intend" to apply at B-schools in the US.

Rate Card

Pricing for inclusion and display advertising

Standard Listing – 399\$

Include your institution in The 2010 MBA Schools Guide. Publish your physical address, phone and fax numbers, primary email ID and website URL

List programs offered by your institution

Tell prospective students about your institution in 25 words. Help them know you better

Let interested students get in touch with your admissions team directly. Publish your school's admissions contacts

Featured Listing – 599\$

All Standard Listing benefits +

Enhanced visibility in the table of contents page

Highlighted area around the college description. Helps drive reader attention to your listing

An additional 35 word custom message for you to talk to international students why they should consider your institution

Advertising with The 2010 MBA Schools Guide

Full page: 7.1 inches by 10.1 inches - \$ 7,100

Half page: 7.1 inches by 5 inches - \$ 4,250

Special positions >>

Front cover (Inside): \$ 9,400

Back cover (outside): \$ 10,800

Back cover (inside): \$ 8,500

Center spread: \$ 11,500

The 2010 MBA Schools Guide Calendar

Advertisers deadline: July 18, 2010

Editorial Signoff: July 20, 2010

Electronic Edition Launch: July 25, 2010

Paperback Edition Launch: July 25, 2010

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