Süddeutsche.de Education Market

More suitable applicants for your MBA course

Reach and orientation in the Süddeutsche Zeitung education directory

mba.sueddeutsche.de
In the Süddeutsche Zeitung education directory, future applicants can find the MBA programme that’s right for them. Stark databases and lists of facts are not enough. From us, discerning applicants can find out the concept behind the course, what target audience it is aimed at and in what way it differs from other MBA programmes.

We awaken the interest of applicants and highlight the special feature of each course. Each course and each university is described by qualified, specially-trained authors. We hold, for instance, interviews with a current student and an alumnus so that interested parties can understand why they chose their course and imagine what it’s like to take that course. Emotional aspects are just as important a part of the decision-making process as are rational criteria, even if they are articulated less often. Within the high-quality education directory, the specifics of your course and your university are brought to life and classified in relation to your competitors.

Education offers are exciting. Selecting the right course shouldn’t be a chore; it should instead be fun, and awaken curiosity and, ideally, a sense of pleasant anticipation. The range of options for applicants has become more extensive, more differentiated and more individual over recent years. This is why the Süddeutsche Zeitung has decided to offer a new kind of education directory.

The MBA directory is more like a specialised shop than a department store. The Süddeutsche Zeitung has set up its own website just for MBA courses. This website is integrated into the digital services of the Süddeutsche Zeitung, is based on a reach of more than 600,000 monthly visitors in the career section of Süddeutsche.de and, as part of Süddeutsche.de, enjoys a high level of visibility in search engines.

The combination of the Süddeutsche Zeitung’s readership, which values education, with a high-quality environment and a unique depth of information means you’ll have more applicants for your course.
1. Course description
The course description is created by qualified, specially-trained authors, before being approved and released by you. It is approx. 5,000 characters in length.

2. Interviews
We hold interviews with, for instance, a member of staff from the university and an alumnus in order to create a vibrant image of the course. The authentic perspectives enable future applicants to be addressed in a friendly and vibrant way.

3. Facts
Future applicants can find objective facts about your course in this section.

4. Contact
Applicants contact you by telephone or e-mail. To create opportunities for a dialogue, you can publish the dates of information events, for instance. The future applicants receive further information with a link to your website. On request, we will publish a photo of the contact person for applicants.

5. Social media integration
Your Twitter feed and Facebook page can be integrated.

6. Multimedia
Image gallery and videos are included in the price.
Example university profile

1. Course offer overview
The MBA courses at your university at a glance.

2. Detailed profile
Your university and its specific concept are presented. Future applicants receive background information in order to make it easier to rank the course profiles. The university profile is created by qualified, specially-trained authors, before being approved and released by you. It is approx. 3,000 characters in length.
It’s so easy to take part:

1. Booking
Discuss your booking options with your personal contact at the Süddeutsche Zeitung.

2. Implementation
The production team will contact you a few days later to coordinate the creation of the university and course profile. You will be assigned a personal contact and can, for example, suggest people for the interviews. The profile is produced by Juna Bildungsmarketing on behalf of the Süddeutsche Zeitung. The specific education expertise of our production partner enables a professional, high level of quality and smooth processes.

3. Approval and publishing
You will receive a preview version for approval and authorisation. The profile will be published once you have approved it.

4. Updates
If required, your profile can be updated at no extra cost. Simply get in touch at mba@junabildung.de.

5. Use of the profile text
You can use the created text for your own marketing activities during the directory period.
Reach new applicants with the Süddeutsche Zeitung

University profile prices

<table>
<thead>
<tr>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 months</td>
<td>1,500 €</td>
</tr>
<tr>
<td>24 months</td>
<td>2,500 €</td>
</tr>
</tbody>
</table>

The university profile is created by the Süddeutsche Zeitung and published on the overview page for your university. The description is between 2,000 and 4,000 characters in length.

Course profile prices

<table>
<thead>
<tr>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 months *</td>
<td>780 €</td>
</tr>
<tr>
<td>12 months</td>
<td>1,250 €</td>
</tr>
<tr>
<td>24 months</td>
<td>2,250 €</td>
</tr>
</tbody>
</table>

* The period of 6 months for a course profile is only possible in conjunction with a university profile.

Scale of discount per courses

<table>
<thead>
<tr>
<th>Courses</th>
<th>Discount</th>
</tr>
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<tbody>
<tr>
<td>2 – 4 courses</td>
<td>5 %</td>
</tr>
<tr>
<td>5 – 8 courses</td>
<td>10 %</td>
</tr>
<tr>
<td>9 – 13 courses</td>
<td>15 %</td>
</tr>
<tr>
<td>starting from 14 courses</td>
<td>20 %</td>
</tr>
</tbody>
</table>

We create the course profile for you. It consists of
- a description of the concept and the special features of the course (3,500 to 7,000 characters),
- one to two interviews with discussion partners of your choice (we recommend a current student and an alumnus or a member of your faculty),
- a list of the objective parameters of the course,
- photos of the university (we recommend at least one vibrant photo of e.g. an event),
- optionally, a photo of a contact person for applicants,
- various contact methods

Combined bookings

If you combine this online service with a print order in the Süddeutsche Zeitung, we will give you a 10% discount off the online price.
Your benefits at a glance

**Vibrant orientation**
The creation of the profile by independent, specially trained authors enables a unique depth of information. We aim to answer the questions that are crucial for enabling applicants to choose their course. We create credibility through interviews and different perspectives.

**Existing reach**
The integration of the MBA portal in the established career section of Süddeutsche.de guarantees it will be seen by users who value education.

**Attractive environment**
You will benefit from the strength, visibility and trustworthiness of the „Süddeutsche Zeitung“ brand.

**Clever combination options**
You will increase efficiency if you complement your print advertisements with advertising formats on mba.sueddeutsche.de.
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