The PIE is an independent media, recruitment and events company connecting a global community of professionals working in international education.

**Readership**

We are read in 143 countries and our readers include senior stakeholders in higher ed, business leaders, directors and other decision makers who work for:

- Education institutions including universities, colleges, language providers and K12 schools
- Education agents
- Service providers
- Government bodies and agencies
- Industry associations

Our services are for everyone around the world who is involved with international education.

**Top 10 countries for readership**

1. USA
2. India
3. UK
4. Canada
5. Australia
6. Nigeria
7. Pakistan
8. UAE
9. Singapore
10. Ireland

**Readership as of 1 March 2020**

- **4 million** unique users
- **6 million** website visits
- **9 million** page views
- **300k** website visitors every month
- **455k** monthly page views
- **62k** social media followers

**PLEASE NOTE**

Figures are correct as at date of publication – April 2020. Ad spots are offered subject to availability and alternatives may be offered.

To find out more or to book your ad spots, contact sales@thepienews.com, +44 203 535 0872

November 2019 marked our 8th birthday.
Where can you advertise on The PIE?

**NEWS**

News and business intelligence for the global international education industry. Daily stories, weekly PIE chat with key industry figure, features, events calendar, photo gallery and blog.

[thepienews.com](http://thepienews.com)

**REVIEW**

Quarterly magazine covering in-depth analysis of hot topics and talking points in international education, available in print and digitally.

[thepiereview.com](http://thepiereview.com)

**WEEKLY**

Weekly newsletter covering some of our top news stories and latest jobs board postings.

"The PIE has been a valuable and reliable platform for our organisation for a number of years now. They engage with the right audiences, at the right time and place. From their inception they have grown to be a trusted outlet in the international education space. We have used The PIE as a channel to support our strategic objectives from a brand awareness and business development standpoint, which have resulted in tangible results. The team at The PIE are patient, responsive and always look to add value. They’re a joy to work with."

Christopher Beaton, International Customer Marketing Manager, SQA, Scotland
The PIE News homepage

Highlighting the latest international education news daily, our homepage is the first stop for readers and a great way for you to immediately align your brand with our international education expertise.

If you’re going to trust news in the educational sector, The PIE News should be your first resource.

Carmela Delle Donne, Marketing and International ELP Recruitment, University of Guelph, Canada
Live news & feature pages

In-depth coverage of the global international education sector. Our news and features pages provide targeted advertising to informed readers who want the story behind the headline.

“You have built an informative, insightful and truly global business. You have massive credibility here and what you have achieved is exemplary across the entire sector!”

Rob Lawrence, Principal, Prospect Research and Marketing, Australia
Hub page package

Listing all news articles, analysis and the acclaimed PIE Chat series, advertising on the hub page package is a high-value opportunity covering three separate web pages.

thepienews.com/section/news
thepienews.com/section/analysis
thepienews.com/section/pie-chat
Gallery page

One of our most popular pages, we present photos from many different international education events around the world. Our readers always love to see who was where, and to see if they can spot themselves!

thepienews.com/gallery
Events page

Our events calendar lists key international education events around the world, and so helps people plan their travel schedule each year.

thepienews.com/events
‘View from’ sponsored opinion pages

Each week, a key stakeholder from the international education sector writes their view on a particular topic. All the ‘View from’ articles are presented on the hub page and link to individual pages. Adverts appear on both the hub and individual pages.

thepienews.com/the-view-from

‘VIEW FROM’ SPONSORED OPINION COLUMN

This is an opportunity for your organisation to write a sponsored opinion on a topic in international education.

THE ‘VIEW FROM’ PACKAGE
£1000

This includes:

- 500-word article written by you and published on thepienews.com/the-view-from
- Inclusion in one edition of The PIE weekly newsletter, sent to 20K subscribers
- Promoted across all of The PIE’s social media channels for additional exposure

TOP ADVERT
300 X 250 PX

1 MONTH £650
3 MONTHS £1850
6 MONTHS £3510

RIGHT SIDE ADVERT 1
300 X 250 PX

1 MONTH £550
3 MONTHS £1565
6 MONTHS £2970
‘View from’ sponsored opinion pages

Each week, a key stakeholder from the international education sector writes their view on a particular topic. All the ‘View from’ articles are presented on the hub page and link to individual pages.

thepienews.com/the-view-from
The PIE Webinar sponsorship

The PIE is hosting a series of webinars with forward-thinking partners to discuss how the industry is reacting to and coping with COVID-19.

This is a partnership opportunity for your organisation to be affiliated with The PIE’s global brand and to be positioned as a thought-leader and innovator in our industry.

We are open to suggestions you may have around topics we could cover in the webinar that fit with your organisation’s goals.

Suggestions include:
- Supporting international students
- Advising businesses on how to reposition using tech solutions
- Planning for the future in a post-COVID-19 world

WEBINAR SPONSORSHIP PACKAGE

- Your brand on all webinar communications
- Opportunity for one of your team to represent your organisation at a webinar on a given topic
- Access to all attendee details (up to 150 attendees)
- Recorded webinar sent to all attendees
- Extended promotion across all The PIE News social media channels
- Flexibility with time frames and time zones as to when webinar will be hosted

£2000
The PIE Weekly newsletter

Our popular weekly newsletter, featuring news and jobs highlights from the week, sent to our highly-engaged, global subscribers, currently over 20K and with an average open rate of 31-35%.

"I very much enjoy the work your team produce, it’s high quality, unbiased, thought provoking and future looking.

— Arthur Chin, UCOL Universal College of Learning, New Zealand
The PIE Weekly newsletter

Subscriber breakdown

**Top 5 countries**

1. USA
2. UK
3. Canada
4. Australia
5. India

6. Vietnam
7. Ireland
8. Spain
9. Germany
10. China

**Educators 54%**
This includes higher education institutions & FE colleges, language teaching institutions, boarding schools, independent schools, high schools, online education companies and multi-sector education institutions.
34% of our Educator subscribers are from higher education.

**Service providers & other 22%**

**Education agencies 24%**

**Most popular age range**

25-35 & 35-44 yr

**31-35%**
Average % open rate
The PIE Review

The PIE Review is a quarterly, luxury magazine, brought to you by the team behind The PIE News. It gives in-depth analysis of the latest hot topics and talking points from across the international education world.

It is distributed at key international education conferences throughout the year and online.

Print run averages 5000 copies per edition

Digital version available on thepiereview.com

Sent to 1000 hand-selected education agents

Sent to PIE Weekly subscribers, currently 20K

Mail subscription

Paying subscribers who get a copy sent directly to them

Distribution

Print Online

1/4 PAGE £895
1/2 PAGE £1845
FULL PAGE £2645
DOUBLE PAGE SPREAD £4955
INSIDE BACK COVER £3155
OUTSIDE BACK COVER £6275

NEW!

PROMOTED CONTENT OPTION AVAILABLE

DOUBLE PAGE SPREAD INSIDE FRONT COVER £6655

DOUBLE PAGE SPREAD £5455

SERIES DISCOUNTS AVAILABLE

Minimum booking of 2 editions

To discuss an advertising package, contact sales@thepienews.com or call +44 (0)203 535 0872

Figures are correct as at date of publication – March 2020
# 2020 features list & event distribution

## March Issue
**Edition 25**

**Features**
- **Topic**: Chinese agency landscape
- **Focus**: Creative Arts programs
- **Business barometer**: Canada
- **Human interest**: Student advocacy
- **Central feature**: Sustainability
- **Trend**: Managed campuses
- **Analysis**: Risk management in global financial transactions

**Event distribution**

## May Issue
**Edition 26**

**Features**
- **Topic**: Marketing to students
- **Focus**: Internships
- **Human interest**: Loans for study abroad
- **Central feature**: Agency standards
- **Trend**: OPM

**Event distribution**

## September Issue
**Edition 27**

**Features**
- **Topic**: Business Schools
- **Focus**: Onshore recruitment
- **Business barometer**: Netherlands
- **Human interest**: Student community building
- **Central feature**: Fraud
- **Trend**: PIEoneer Shortlist
- **Analysis**: Parent power: impact on tourism

**Event distribution**

## November Issue
**Edition 28**

**Features**
- **Topic**: Blended learning
- **Focus**: Exams
- **Business barometer**: Australia
- **Human interest**: Top 20 women in international education
- **Central feature**: STEM
- **Trend**: PIEoneer Winners
- **Analysis**: Student Safety

**Event distribution**

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**Please note:** Features list and event distribution is subject to change.
Here are some of the many testimonials we have received from our readers explaining how much they value what we do, and why

“I love the PIE! I look forward to the newsletter every week, and I tell anyone new to the international sector to sign up to it so they can get a good understanding of what’s happening around the world. Unlike other publications, I always feel I can trust what’s in The PIE.”

Josephine Page, Director, International Education Division, University of Limerick, Ireland

“You have built an informative, insightful and truly global business. You have massive credibility here and what you have achieved is exemplary across the entire sector!”

Rob Lawrence, Principal, Prospect Research and Marketing, Australia

“I very much enjoy the work you produce, it’s high quality, unbiased, thought provoking and future looking.”

Arthur Chin, Executive Director of Business Development, UCOL Universal College of Learning, New Zealand

“I like your comprehensive approach and your content is easily accessible”

Lynne Warner, Director, University of Denver, US

“I have followed The PIE (News, Review, Jobs board etc) for years and think it’s such a great news source for all of us in Int Ed.”

Joy Macfarland, Product Marketing Manager, National Geographic Learning, US

“Thank you very much for the superb work your team does, for always bringing us up to date in this industry. Much appreciated.”

Amy Choo, ACT Government, Australia

“Keep up the great journalism. We all really enjoy reading The PIE. It’s very informative and highlights the industry. We always look forward to the online version on Fridays.”

Iris Hormann, President of Languages Abroad, EF Education First, Global

“I like your comprehensive approach and your content is easily accessible”

Lynne Warner, Director, University of Denver, US

“The PIE has probably the best news that people in the international student recruitment sector have heard in the last 5 years.”

Kelvin Jones, Director of International, University of Law, UK

“I really appreciate all that The PIE does for international education.”

Jennelle Dronkers, Director of Communications, Educational Perspectives, US

“I wait eagerly every week for the newsletter you put out. The articles are written in consumable chunks, are informative, have an easy reading rhythm, and focus is timely and relevant to the machinations of the IE world.”

Shabnam Ivkovic, Manager - International Co-op Mobility, University of Waterloo, Canada

“The PIE is a fantastic resource.”

Elizabeth Koprowski, Content Strategy Director, Keystone Academic Solutions, Norway

“I’ve been following The PIE’s work and I must say it is the most reliable and brilliantly presented news outlet in the industry.”

Cynthia C Ebert, Univali, Brazil

“I’m proud to be a daily PIE News reader.”

Mei Dong, Senior International Recruiter, UNT International Recruitment Center, University of North Texas, US