

KBUNSHA

Study Abroad Guidebook: New Zealand 2023-2024

Officially Supported by Education New Zealand,

New Zealand Embassy Tokyo

- Free guidebook for Japanese students -

Study abroad opportunities for everyone...

KBUNSHA has been publishing

free study abroad guidebooks for 20 years.



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01 This guidebook is officially supported by Education New Zealand and New Zealand Embassy Tokyo!



Hamish Cooper

New Zealand
Ambassador to Japan

**THINK
NEW[®]**



Grant McPherson

Chief Executive
Education New Zealand

KEY POINTS

02 **20,000** copies to
over **3,000** places

03 Exposure for **1 year**

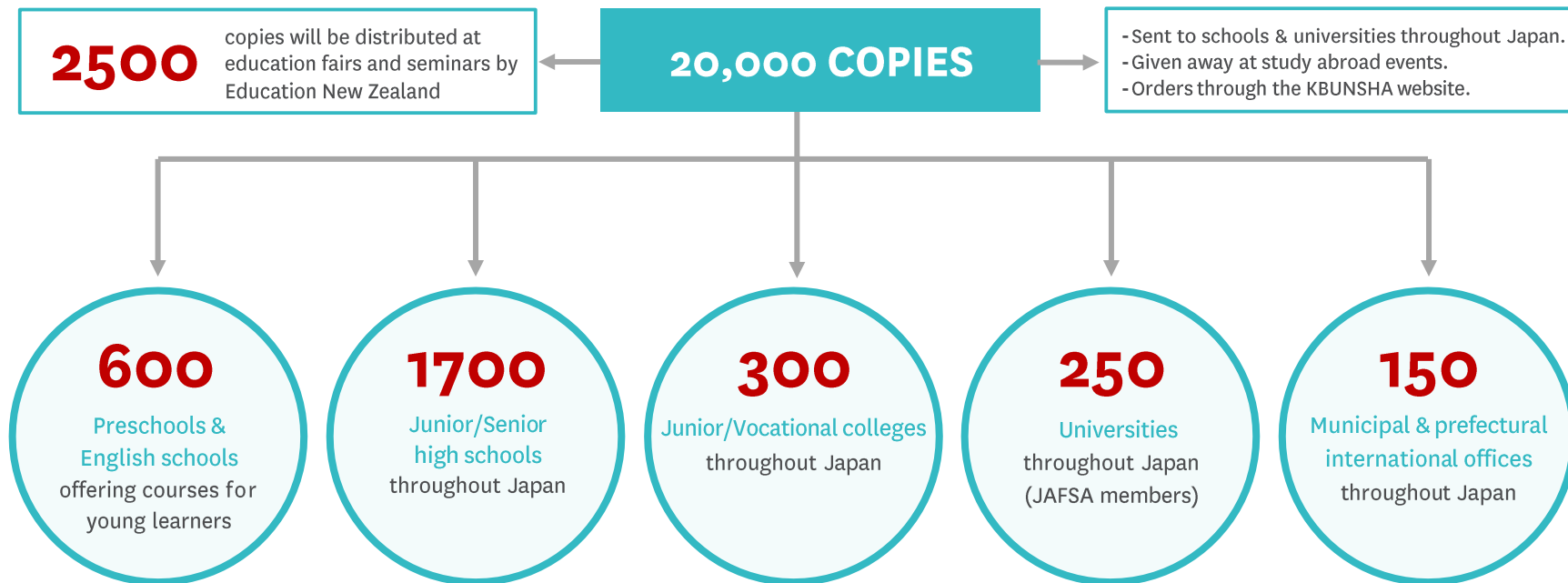
04 Linkage with **website**

05 Only **country-specific**
FREE study abroad
guidebook



The most widely used **FREE** study abroad guidebook in Japan

20,000 copies of the guidebook are distributed free of charge to over 3,000 places.



FREE GUIDEBOOKS mean ALL visitors at education events can have a copy!

*Also distributed to 100 boards of education and study abroad related service providers.

* The distribution list gets updated regularly according to the result of questionnaire surveys for high schools and colleges in Japan.

* Most universities with an international outlook are members of JAFSA (Japan Network for International Education).



Widely recognised as **reliable source of information**

KBUNSHA has been publishing free study abroad guidebooks in collaboration with foreign embassies and official organizations since late 1990s. Because of the long experience of producing study abroad guidebooks, KBUNSHA has gained trust from teachers/staff of Japanese institutions. Schools and institutions use KBUNSHA Guidebooks as reliable “textbooks” at their study abroad events.



Promotion through **KBUNSHA websites**

KBUNSHA has been running a study abroad website for 20 years and it is widely known by schools and institutions in Japan. All contents of the New Zealand Guidebook will be posted on a website dedicated for studying in New Zealand. The website is linked to the KBUNSHA main site and will further increase the exposure of information about advertising institutions. <https://kbunsha.com/newzealand/>



Features of **KBUNSHA guidebooks**

- It is an increasing trend to get information for free and free publications are more widely read.
- A large circulation (20,000 copies plus on-line version) makes it possible to send multiple copies to over 3,000 organisations. Those organisations that receive our guidebooks can therefore distribute free copies to students at their own events.
- KBUNSHA guidebooks are distributed to over 150 international offices of municipal governments, and they give away our guidebooks to visitors at their offices and events.
- Comprehensive information on education systems, how to apply and for living in the country.
- People tend to keep KBUNSHA guidebooks for a long time from the time when they first start thinking about study abroad plans until after they start studying in the country.

Contents

- Brief introduction to the country
 - Comprehensive overview of New Zealand education system for international students in Japanese language and study opportunities for Japanese students
 - Practical information on student lifestyle in New Zealand
 - Information and procedures on applications, student visa, IELTS, etc.
 - Student testimonials
 - Advertisements from New Zealand institutions, Japanese consultants and corporations (banks, travel agencies, etc.)
-

Specification

Size : B5 (W182mm × H257mm) | Pages : 80pp

Publication

30 August 2023 (20,000 copies)

Deadlines

Booking space **30 June 2023** Artwork/materials **8 July 2023**

Advertisement rates

The advertising rates include the cost of translation of the English copy into Japanese.

REGULAR Plan

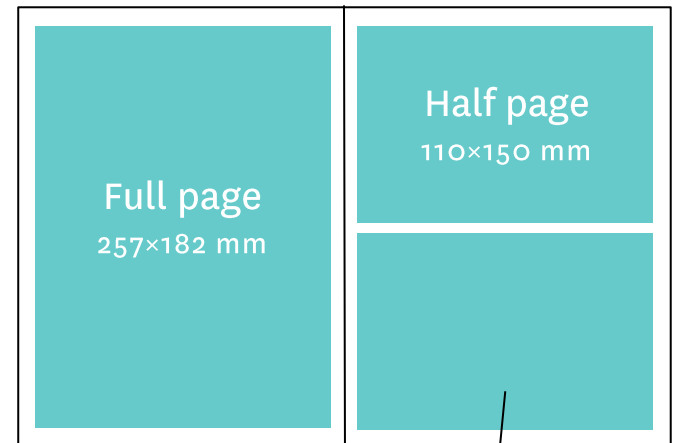
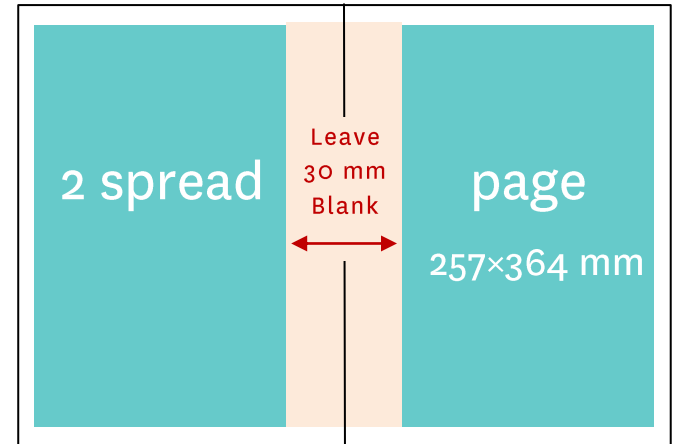


Pure advertisement on the guidebook + Website advertisement

Options	Rates
2 spread page colour + Japanese profile on the website	JPY 460,000 (without web ad: JPY450,000)
Full page colour + Japanese profile on the website	JPY 280,000 (without web ad: JPY250,000)
Half page colour + Japanese profile on the website	JPY 230,000 (without web ad: JPY200,000)

Black-and-white versions are also available in the same sizes.
Please contact us for rates.

【Dimensions】



Share with another institution

PREMIERE Plan

Limited to **5** schools

Option	Rate
Advertorial Special Package incl. 2P spread advertorial + Advertorial on the website + 1P colour pure ad + Japanese profile on the website	JPY 550,000

The above rate includes the cost of translation of the English copy into Japanese.

Contents of advertorial

Choose from the following 3 options:

1. Interview format
2. Introduction of your institution with a focus on student testimonials
3. Pick up 2-3 features/programs that you want to promote and create by looking at your website

*We will be happy to discuss the contents if you have any other suggestions.

Advertorial location

Placed at the beginning of the guidebook. Usually after the country introduction.

Deadline for booking space

30 June 2023

[Samples]



Artwork specification

The artwork can be 'ready-to-go' (i.e., file copy of a previous ad), or items provided for production by KBUNSHA.

[For 'ready-to-go' (file copy of a previous ad) artwork:]

- Data format – Illustrator or InDesign
- File format – ai or pdf file (please outline the fonts)

*Please create a 3mm bleed around the ad.

*Please allow 8mm between the edge of the page and text space.

*For 2 spread page ad, please leave 30mm blank in the middle.

[For production by KBUNSHA]

If an artwork from a previous ad is not available, please send the following information and materials to KBUNSHA.

- Logo and 3-4 photographs (JPEG or EPS file)
- Brief institutional profile – unique selling points, environment, student numbers etc.
- Major courses, entry requirements, accommodation options, support services for overseas students
- Contact details for further information

Contact details

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About KBUNSHA

Established in 1984, KBUNSHA has been publishing free study abroad guidebooks in close collaboration with foreign embassies and official organizations since late 1990s. KBUNSHA guidebooks are widely distributed to Japanese schools, colleges and universities as well as agents and parents. KBUNSHA clients include Education New Zealand, US Embassy, British Council, Canadian Embassy, Australian Embassy, and a number of provincial government and tourism offices.

Other Products and Services

Event Management

*Including Online Events

Examples

Study in Canada Fairs (since 2007)	Embassy of Canada
EducationUSA Expo (since 2010)	Embassy of the United States of America
Education UK Exhibition (since 2012)	British Council
Agent seminar & workshop (2012, 2015, 2017, 2019)	Government of Alberta, Canada
Study in New Zealand Fair (since 2015)	Education New Zealand
JASSO Study Abroad Fair (since 2016)	JASSO (Japan Student Services Organization)
CAIS seminar (since 2016)	Canadian Accredited Independent Schools (CAIS)

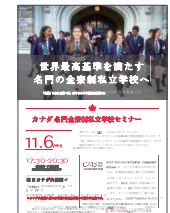
Website Production

Examples

Study in Canada Fairs (since 2014)	https://www.canada-ryugaku-fair.com/
CAIS (since 2016)	https://cais.jp/
Kama'aina Homestay (since 2018)	https://kamaaina-homestay.com/



Brochures & Translation Services (English/Japanese)



- STUDY IN MELBOURNE brochure / The State Government of Victoria
- CAIS seminar brochure / CAIS (Canadian Accredited Independent Schools)
- Education New Zealand website translation / Education New Zealand
- School profiles and application forms translation / Vancouver School Board
- EducationUSA leaflet / EducationUSA