

EduLife

CANADA MAGAZINE

Everything about education in Canada



ABOUT THE MAGAZINE

EduLife Canada Magazine aims to introduce study in Canada opportunities, ranging from training programs to universities for the people who want to study in Canada. EduLife Canada Magazine the only published magazine in Turkey in native language. Your support will be precious for us to disseminate information about studying in Canada in Turkey market in Turkish language. The EduLife Canada Magazine gives information about huge educational opportunities offered by Canadian educational institutions and advantages of living in Canada as a student. Canadian education institutions and all educational services provider will have the chance to have a platform to share information about their programs and activities with prospect students. The magazine is published in Turkish language biannually.

The content is organized to provide comprehensive answers to the questions raised by parents, students and teachers regarding studying in Canada. The magazine is distributed freely to high schools, universities, embassies, education consulting companies and will be circulated in foreign education fairs.



CONTENTS

Different themes under certain headings is shared in each edition of EduLife Canada. EduLife Canada Magazine is an important and reliable guide for Turkish students interested to study in Canada.

Main Section Topics

The contents of sections below the page will change in every issue

- Canadian Education System
- Information about provinces
- Student Life in Canada
- Language Training Programs in Canada
- High School Education in Canada
- University Education in Canada
- Master's Degree in Canada
- MBA Programs in Canada
- Occupational Certificate Programs in Canada
- Summer Schools in Canada
- Colleges in Canada
- Certificate Programs in Canada
- Post-Graduates Programs in Canada
- Cos of Education
- Accommodation Options
- Travel Options and tips
- Work Opportunities
- Visa issues
- Career Opportunities for Graduates
- Testimonials of Students
- Interviews
- Social Life in Canada
- Guest Author



DISTRIBUTION

For the fifth edition of EduLife Canada Magazine, 7.500 copies will be distributed in different places. Our goal is the reach interested students in different places:

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| Embassy of Canada | Universities |
| Canadian Consulate | Career Coaching Firms |
| Canadian Cultural Center | Student Coaching Firms |
| Canadian Education Seminars | Rotary and Rotaract Clubs |
| Foreign Education Fairs | Turkish Education Counselling Agencies |
| Private Schools in Turkey | |
| Colleges | |



ADVERTISEMENT DUE DATE

Advertisement should be delivered until 20 February 2017, 17:00. The cancellations of advertisement reservations should be informed no later than 10 February 2017 at 17:00.



MARKET

Actually, Canada is the fourth most popular foreign destination for Turkish students between English speaking countries. There is a growing interest for Canadian education and the number of Turkish students going to Canada has considerably increased. Turkey has a population of 70 million and has the world's 17th and Europe's 6th biggest economy. Turkey is the sixth country in the world in the number of students who are choosing to study abroad. According to MoNE (Ministry of National Education) statistics, more than 50.000 Turkish students go abroad to study each year.

Turkish families' are after study abroad options for their children to increase their self-confidence, English and overall social communication skills. Canada has an excellent reputation in Turkey; Canada is known for excellent quality education, affordable prices, safe environment and other advantages such as the Canadian Experience Class (CEC) work permit and provincial nominee programs. Turkish students are interested in almost all of the programs offered by Canadian institutions: K-12, summer camps, ESL classes, undergraduate, certificates and post-graduates programs, MBA, Master, PHD degrees. Turkey is a good target for Canadian education institutions as each year only one third of the 1.6 million students who take the university entrance examinations are able to enter universities. The cohort of students is also particularly large as teenagers make up 30% of the Turkish population.. Tuition fees at Turkish private universities and high schools range from \$7,000 to \$25,000 per year and more than 500,000 students study at private schools in Turkey.



ADVERTISING OPTIONS

There are a lot of options to take place in EduLife Canada Magazine (classic adds, profiles, advertorial etc.) You can choose the best option which is the most suitable for your profile and budget. Here we give you choices in EduLife Canada that you can choose the most efficient advertisement for your institution. If you choose one of the advertisement options, you can fill up the "Advertisement Booking Form" and send it to info@edulifecanada.com

Classical Advertisement

 2750 CAD Inside front C2 210mm * 297mm	 2200 CAD 1 st facing page vertical 210mm * 297mm
 2750 CAD Inside back C3 210mm * 297mm	 3950 CAD Two page horizontal 420mm * 297mm
 3500 CAD Outside back C4 210mm * 297mm	 1950 CAD One page vertical 210mm * 297mm
 1250 CAD Half page vertical 105mm * 297mm	 750 CAD Quarter page vertical 105mm * 148mm
 1250 CAD Half page horizontal 210mm * 148mm	 750 CAD Quarter page horizontal 210mm * 75mm

Profiles-company presentation

 1750 CAD One page, full page 210mm * 297mm	 1350 CAD Second page (text and images) 210mm * 297mm
 1350 CAD Third page (text and images) 210mm * 297mm	

Advertorial-self promotional editorial

 300 CAD Stand-alone placement	 300 CAD Free with half page or full page
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Hot of the Press (max 100 words) or Student Testimonial (max 100 words)

 300 CAD Stand-alone placement	 300 CAD Free with half page or full page
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MARKETING SOLUTIONS

If you have been in the Turkish market for many years or thinking to penetrate the Turkish market, there is a one challenge that you have to face and it's "Cultural Challenge". It's extremely important to adapt yourself to Turkish cultural norms and expectations and to the Turkish language. We offer adapted marketing solutions for the Turkish market for Canadian institutions. Now, you can take advantage of our services like branding and marketing consultancy, digital marketing, market research, promotion management, sponsorship management, translation services, printing, design, and distribution of all your materials adapted to the Turkish culture and market.

If you need one of our services, you can fill out the "Marketing Solutions Booking Form" and send it to info@edulifecanada.com



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