

# Student Guidebook 2015

## Erasmus Student Network AISBL

The **Erasmus Student Network (ESN)** is Europe's largest student organization. ESN was founded 1987 and has its seat in Brussels, Belgium. We're a non-profit organisation with the mission to represent international students and provide opportunities for cultural understanding and self-development under the principle of Students Helping Students. ESN involves annually 14.500 volunteers in over 490 local organizations in 37 countries who work on a voluntary basis in Higher Education Institutions. We offer our services annually to 190.000 students around Europe.

## Student Guidebook

The **Student Guidebook** is an annual publication published since 2009 and which aims at giving university students an overview of the possibilities available to study abroad. The printed and online booklet leads students step by step through the process of applying and conducting a mobility experience abroad. In addition it also ensures that students get full recognition of their studies and have a high quality international experience.

The Student Guidebook is developed together with the Erasmus Unit of the European Commission to ensure detailed information regarding the administrative issues. It also includes first hand experiences gathered by ESN to give further insight and give tips and tricks from the students' perspective on how to have a fruitful experience abroad.

In August 2015 ESN will be shipping 20.000 Student Guidebooks to universities all over Europe. In addition an online version will be made available to give universities the possibility to print the Student Guidebook themselves but also to disseminate the link to potential mobile students online. The 2014 online version of the Student Guidebook has had over 100.000 readers on the ESN.org website.

## Foreseen timeline

**Revision:** May to July 2015

**Final version:** August 2015

**Shipping:** August to September 2015

## Foreseen technical details

**Format:** Printed and online

**Number of pages:** 32 pages

**Pages inside:** 28 pages

**Cover:** 4 pages

**Size:** A5 size

**Binding method:** Stapled

**Number of printed copies:** 20.000 copies

**Number of online readers:** 100.000 readers

## Advertisement

Through the Student Guidebook ESN offers selected institutions the possibility to advertise their available opportunities to students. Our young, educated target audience is in particular looking for International Exchange opportunities, Master Programmes, MBA's, Ph.D. and other educational opportunities.

The available advertisement options include:

### 2 full pages - Bundle

- page 18 + 19 (middle opening) – 5.000€
- Page 2 + 3 (after table of content) – 4.000€

### Page 4, 12, 18 or 24

- Full page (A5) – 2.000€
- Half page (A6) – 1.500€

## Enquiries

All advertisement requests and inquiries can be sent to the Partnership Manager of ESN AISBL:

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