INTERNATIONAL KIT
French students await you
2021-2022
French students mobility abroad

THE BACKGROUND

- **International student mobility** has been disrupted over the last two years by two fundamental events:
  - **The Brexit**, with the consequence of the UK’s exit from the Erasmus+ programme,
  - **The Covid-19 pandemic**, which disrupted international student mobility,

Towards a recovery in mobility in 2021-2022

- The education sector agrees that **student mobility**, partly interrupted or postponed after a transitional year 2020-2021, should **restart at the end of the year** (Campus France, Network of University IR Vice-Presidents).

- This analysis is in total agreement with a **recent survey** conducted by the Data service of **L'Etudiant** among our Internet users (445 respondents, June 2021):

<table>
<thead>
<tr>
<th>Wish to study abroad</th>
<th>Top 6 countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>95%</td>
<td>21% Canada</td>
</tr>
<tr>
<td></td>
<td>19% United States</td>
</tr>
<tr>
<td></td>
<td>12% United Kingdom</td>
</tr>
<tr>
<td></td>
<td>6% Australia</td>
</tr>
<tr>
<td></td>
<td>5% Japan</td>
</tr>
<tr>
<td></td>
<td>5% Spain</td>
</tr>
</tbody>
</table>

| 21% Canada | 19% United States | 6% Australia |
| 12% United Kingdom | 5% Japan | 5% Spain |
French students abroad (before the pandemic)

**Key Figures**

- **99 448**
  - French students worldwide

**France ranks 6th among Host and departure countries**

**Top 5 destinations for French students**

<table>
<thead>
<tr>
<th>Destination</th>
<th>Total number of students in 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>17 030</td>
</tr>
<tr>
<td>Belgium</td>
<td>14 885</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>13 265</td>
</tr>
<tr>
<td>Switzerland</td>
<td>10 447</td>
</tr>
<tr>
<td>Germany</td>
<td>8 605</td>
</tr>
</tbody>
</table>

French students mainly go to **Europe (69%)**, but also to **Canada** (+7% over one year), their top destination.

Slightly more than 3% of students choose countries in Asia-Oceania, especially **Australia** and **Japan**, while the other areas (Africa, Middle East, Latin America and the Caribbean) account for only 2% of French students.

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1. Strong increase in private students, at twice the rate of public students
2. Source: MESRI-SIES
3. Source: Campus France, Key figures on student mobility worldwide, march 2021
Who are we?

Your privileged partner to meet your communication needs with 15-25 years old.

45 years ago, l’Etudiant took up the challenge of helping all young people to freely choose their educational and professional guidance, in order to remain in control of their future.

Over the decades, the media that we are has diversified, adopting several varied but complementary facets: physical and/or online fairs, conferences, magazines, editions, websites, special operations... A rich and complete palette to accompany these young people at every stage.

Our ambition
To be the media that offers 15-25 years old the opportunity to freely choose their future.

Our areas of expertise
- Guidance| Studies
- Careers
- Jobs & Internships | Work-linked training | 1st place of employment
- Daily life | Student life

Our audiences
- 15-25 years old (secondary school pupils, students)
- Young graduates
- Parents
- Professionals in Education

Our values
- Professionalism and know-how
- Diversity and relevance
- Proximity and empathy
A customized and cross-media offer

Our solutions
Whether you are an educational institution, a media outlet or a brand, l'Étudiant will help you to communicate with young French students

Fairs
- 109 fairs
- 48 towns
- 8,000 exhibitors
- 900+ conferences / year
- + Over 1 million visitors expected each year

Digital | Data
Each month:
- 4.7 million visitors
- 6.5 million visits
- 17.3 million pageviews

Source: Google analytics monthly average January-December 2020

Print
- 6 thematic special issues distributed for free at our fairs and online
- 800,000 diaries sold each year, number one in France
- 15 practical guides on guidance and careers published each year

Below-the-line
- 21 regional platforms
- 2,000 people mobilized
- 500 operations per year
- 4 million contacts / year
Fairs
The "Study abroad" fair in Paris. 26, 27 and 28 November 2021

Presentation of the Fair

- A fair as part of the:
  - le salon européen de l'éducation

- In partnership with:
  - la ligue de l'enseignement
  - onisep
  - Région Île-de-France
  - SU

- With the support of:
  - MINISTÈRE DE L’ÉDUCATION NATIONALE, DE LA JEUNESSE ET DES SPORTS
  - MINISTÈRE DE L’ENSEIGNEMENT SUPÉRIEUR, DE LA RECHERCHE ET DE L’INNOVATION

The objectives of the Fair

Integrated courses, double degrees, language stays, language courses, internships and jobs abroad, training courses, the fair offers high school and university students personalized solutions for pursuing their studies abroad.

Key figures:

- 100 Exhibitors expected
- 10 000 Visitors expected
The Masters fair in Paris

The Masters, Master’s Degrees and MBA studies fair in Paris offers a pavilion dedicated to "Studying abroad".

And also

And at all our fairs, there is a Study abroad dedicated area, eg:

<table>
<thead>
<tr>
<th>Fair</th>
<th>Key figures</th>
<th>Exhibitors expected</th>
<th>Visitors expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Lille Student fair</td>
<td></td>
<td>280</td>
<td>57 000</td>
</tr>
<tr>
<td>13, 14 and 15 January</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Lyon Student Fair</td>
<td></td>
<td>360</td>
<td>46 200</td>
</tr>
<tr>
<td>7, 8 et 9 January</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Bordeaux Student Fair</td>
<td></td>
<td>250</td>
<td>28 500</td>
</tr>
<tr>
<td>7, 8 et 9 January</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Montpellier Student Fair</td>
<td></td>
<td>100</td>
<td>20 000</td>
</tr>
<tr>
<td>13, 14 et 15 January</td>
<td></td>
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</tr>
</tbody>
</table>

15th January

Key figures 80 Exhibitors expected 2 800 Visitors expected
The Digital | Data dedicated to studies abroad
Display

Broadcast your messages to the target audience of your choice on letudiant.fr

Targeting:
- Context (heading, keywords, page tags)
- Geographical area
- Segments Data: Take advantage of targeting based on user navigation data on letudiant.fr

The Data segments:

Appreciation for the themes:
- Business Schools
- Engineering Schools
- Art Schools
- Health sector
- Work-linked training
- Parcoursup
- BAC
- Employment
- Prep classes
100% mobile programmatic offer

Broadcast your messages locally within the thematic framework of your choice.

**Principle:**
Reach young people in the country or region of your choice, thanks to programmatic & geolocated campaigns in a premium distribution framework (excluding letudiant.fr)

**Additional targeting:**
- Geographic: country / region / department / postal codes / geographic radius
- Broadcasting framework: choose your universe in complete transparency (100% Brand Safety)
- Data: by user typology (students, parents...)

**Functioning**

- **Define your geographical targeting**
  E.g.: within a 20km radius of a town

- **Select your broadcast frame in full transparency**
  A selection of websites by typology: Premium Large / Youth / Parents

- **Deploy your campaign with multiple mobile models**

  - Banner
  - Interstitial
  - Medium rectangle

  3 models to be provided, no selection possible
The mini website

Your identity card on letudiant.fr

Present your training courses in a fully dedicated online space.

Your institution is present for 1 year in
- the editorial spaces of your choice: Higher education / Work experience / Careers
- the "schools present themselves" section on the homepage of letudiant.fr

The +
A mini-website that adapts to your needs by constantly developing new features
Boosted referencing of your mini-website on letudiant.fr and of your main website

Possible features:
- Contacting the school
- Visiting the school's website
- Giving your opinion
- Communicating with the ambassadors
- Following the school on its Facebook page
- Downloading PDF documents from the school
- Accessing to other schools
- Listing key events

- A panoramic photo or a video of your establishment

- Up to 4 possible tabs including a tab dedicated to certified reviews

- Twitter block to share the latest tweets from the school
- Feed of the latest tweets on the "school news" page
- Calendar of the next 3 JPO dates updated automatically (retrieval of #JPO by a robot)

*automatically renewed
Optimize your SEO with our SEO content offer

Original creation of content by l’Etudiant teams.

Each package (to be defined together) consists of articles referenced on letudiant.fr and/or white-labelled to enrich your website.

All articles are also hosted and uploaded to a tag page in your name.

Your articles benefit from letudiant.fr excellent referencing, the result of the relevance of its content on search engines and the power of its audience.

They become real performance accelerators, to make your content more visible on search engines.
Sponsoring Thematic Space
Capitalize on the editorial content of l’Étudiant

The principle:
Enhance your presence as a red thread and generate a qualified audience on your site.

100% POS offers for 1 year or 6 months on all models of the thematic space* of your choice.

A space that brings together the most relevant content on the topic (articles, tests, quizzes, etc.)

Examples of themes:
- Design & Graphics
- Environment
- Hotels & Restaurants
- International - Studying abroad
- Video games
- Journalism & Communication
- Luxury & Fashion
- Digital
- Health
- Sport

(*) Does not include sponsorship of study and job descriptions which are the subject of a dedicated offer
Case studies
Case Study

Client
IE Business School

Goals
- Let French Students know IE is in the Championsleague.
- Make them know studying in IE is a unique experience.

Device
- Participation to 6 Study Abroad fairs and/or student fairs with a study abroad sector.
- 4 dedicated conferences about studying in Spain and/or studying abroad.
- An editorial and dedicated space on letudiant.fr.

Outcome
A dedicated space adapted to its audience whose results prove its success:
- Articles & videos
  - 20,723 page views
  - 16,079 unique visitors
  - 2:02 min average time spent
- Display
  - 1,657,283 prints issued
  - 15,884 clicks

Target
French students who already think about studying abroad for a Bachelor’s or Master’s degree.
## Case Study

### Client
Montreal University

### Goal
Highlight the benefits of living in Montreal.

### Target
French students who already think about studying in Montreal.

### Device
- Communication on letudiant.fr and on social medias:
  - Presentation of articles and videos produced by the Montreal University on the website
  - 5 posts on Facebook: a strong media and editorial presence
- Participation at 7 l’Etudiant Fairs and 9 conferences.

### Outcome
A dedicated space adapted to its audience whose results prove its success:
- 1,904,120 prints issued
- 23,553 clicks
**Case Study**

**Goal**
To communicate with young French people interested in studying physiotherapy about opportunities in Spain.

**Device**
Production of a video, question & answer type:
- Call for questions from young people on Instagram (story) and Facebook (Post)
- Questions forwarded to Gimbernat for video response
- Editing the video with motion design elements.
- Broadcasting of the video on our social networks with a boost of publications on their targets.

**Target**
Young French people aged 16 to 20 (Scientific junior and senior year, repeaters of Medicine, 1st year of Medicine).

**Outcome**
- 12,771 views
- Reach: 59 254
- 861 clicks (redirection link to the school's website)

**Client**
Gimbernat Formación
Retrouvez-nous sur letudiant.fr/espace-pro

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Morgane FLAUX
mflaux@letudiant.fr
ou
Via notre site internet

EN CLIQUANT ICI