

l'Étudiant

Vous avez rendez-vous avec l'avenir.

≡ Presentation 2023-2024



Who we are

1. Our ambition

A media that offers 15-25 years old the opportunity to freely choose their future. We offer year-round trade fairs throughout France with French and international schools.

3. Our audience

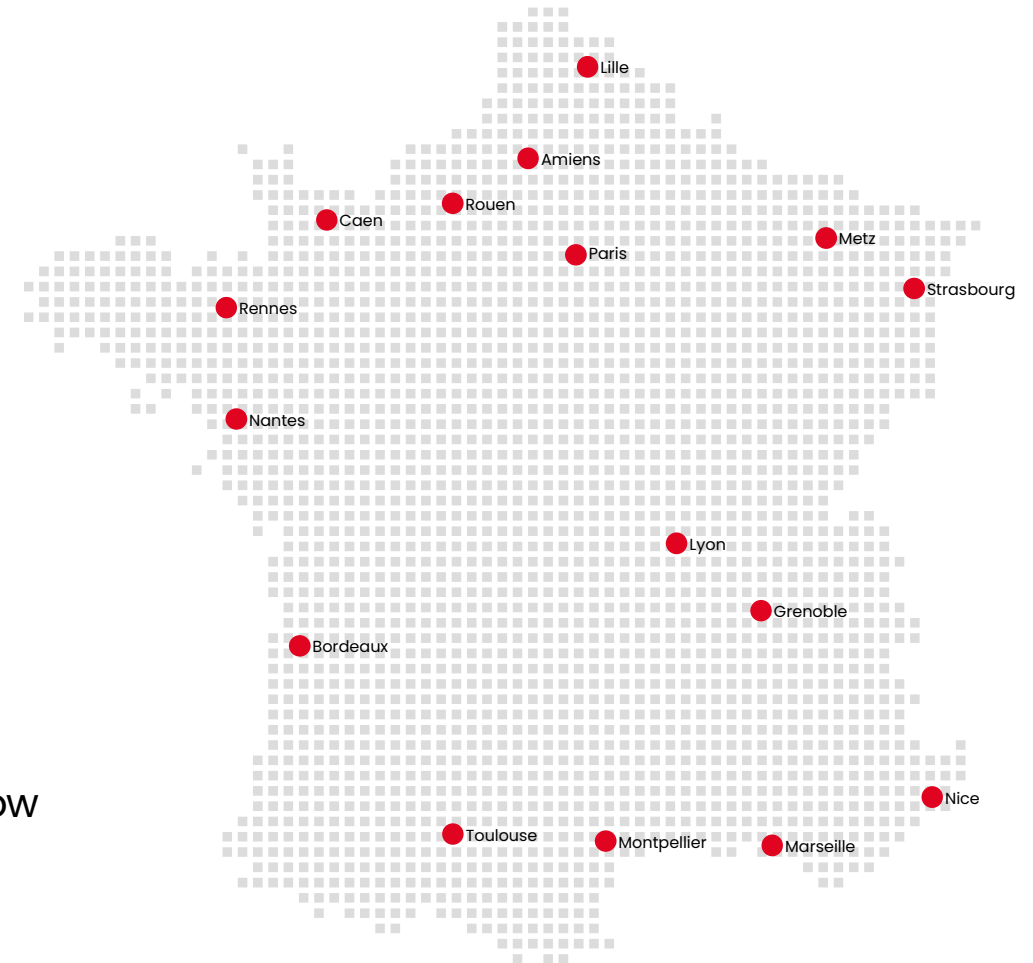
- ✓ 15-25 years old
- ✓ Young graduates
- ✓ Parents
- ✓ Professionals in Education

2. Major sectors

- ✓ Higher Education Guidance
- ✓ Careers | Jobs & Internships
- ✓ Daily Student life

4. Our values

- ✓ Professionalism and know-how
- ✓ Diversity and relevance
- ✓ Proximity and empathy



Optimal organization for maximum visibility

Every year in France, we organize over 100 fairs. Thanks to this experience, our teams of experts can welcome you in the best possible conditions!

A fair with major partners

Our fair is organized under the patronage of the **French Ministry of Education and Youth** and the **Ministry of Higher Education and Research**.



GOVERNEMENT

*Liberté
Égalité
Fraternité*

A qualified and interested audience

The fairs attracts a well-targeted audience of high-school and university students (15-25 years old) looking for schools, careers, and professionals guidance... In short, a qualified and interested public who've come to find out more about you!

A privileged meeting

By interacting and exchanging directly with the higher education players and professionals present at the event, young people have the opportunity to ask their questions, envisage new paths, form a more precise opinion of their projects and with whom they wish to build them.

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FAIRS

International events to keep in mind



- **STUDY ABROAD FAIR**, Paris (France)
7th & 8th October 2023
- **INTERNATIONAL PAVILION**, Nice (France)
18th & 19th November 2023
- **THE STUDENT FAIR**, Saint-Denis (Reunion Island)
24th & 25th November 2023
- **MASTERS & SPECIALIZED MASTER'S PROGRAMS IN FRANCE AND ABROAD**, Paris (France)
20th of January 2024
- **STUDENT FAIR**, Lyon (France)
12th, 13th and 14th of January 2024
- **STUDENT FAIR**, Paris (France)
2nd, 3rd and 4th of February 2024

Please keep in mind that international institutions are more than welcome at all our fairs throughout the year and all over France!

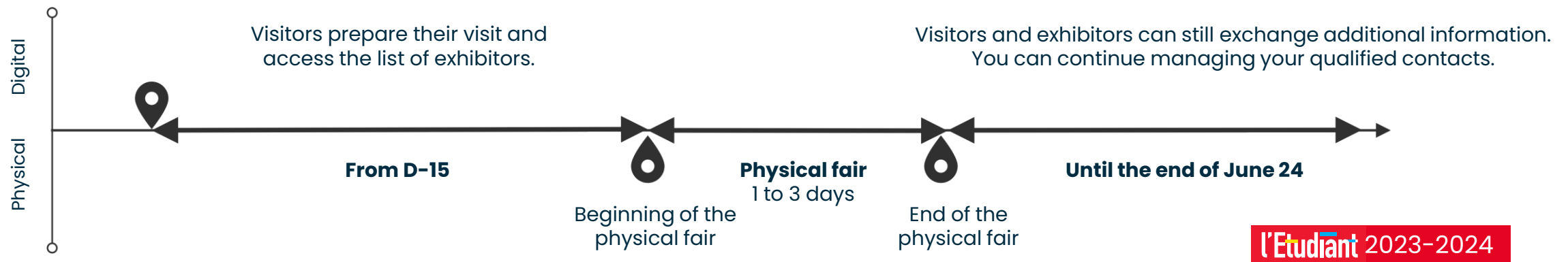
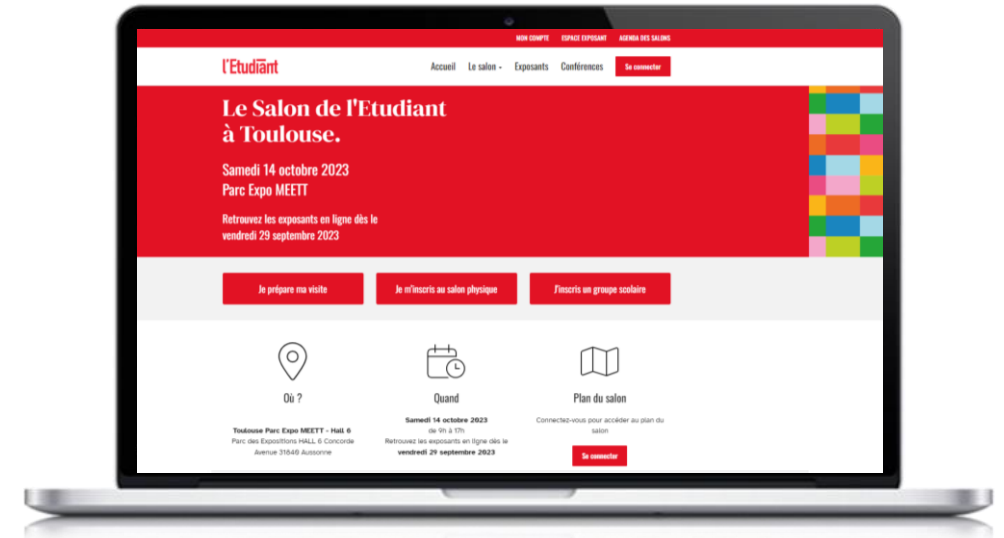
Hybrid events for more opportunities



Fairs enhanced by an online version accessible to visitors from D-15, during the event and throughout the school year.

Best of both worlds thanks to the mix between the advantages of a physical meeting while enriching the visitor experience through digital means.

Digital platforms available on our website letudiant.fr and on the Salons de l'Etudiant mobile application (IOS and Android).



Conferences: captivating highlights of the fair

The conference cycle

At l'Etudiant, we try to anticipate participants' questions by setting up a series of conferences led by one of our journalists, addressing issues that are at the heart of young people's and parents' concerns.

Examples of themes¹:

- Work-study programs, instructions for use.
- CVs and cover letters: putting together the right application.
- Higher education and work-study: experience, requirements, excellence!
- Tips and advice to help you find work-study companies.
- Why choose a sandwich course?
- Boost your application...




(1) List may change according to event



3 ways to participate in fairs

Know more about the hybridisation

Achieve your goals using the most appropriate solutions.

	100% physical	Hybridisation	100% on line
Physical stand			
Presence in the exhibitor list on the digital platform			
Augmented or 100% stand online: training offers, videos...			
Access to qualified contacts			
Networking / exchange options			
Scan Contact	Option	Option	
Online conference	Option	Option	Option

Online conferences: live and replay

Online conferencing: a 360° experience!

Your online conference available throughout the fair.

- **30 minutes** (maximum recommended)
- Integrated into the **program**,
- Broadcast on the **digital platform**,
- Relayed to your **stand online**.
- Possibility to add it to visitors' personalized itinerary

The plus : replay

- An **integrated videoconferencing** tool is part of the show's digital platform.
- Give access to all the interactions with the visitors (GDPR) (live and replay)
- **Target potential prospects** in advance among profiles interested in your conference.



The image features a solid purple background with several white and light purple graphic elements. At the top center, there are three vertical white lines. In the middle, the word "DIGITAL" is written in a bold, white, sans-serif font. To the right of the text, there is a light purple L-shaped graphic consisting of multiple parallel lines. At the bottom, there is a white L-shaped graphic also made of multiple parallel lines, extending from the left edge towards the center. On the far left, there are three horizontal white lines.

DIGITAL

Mini-website

Your identity card on letudiant.fr

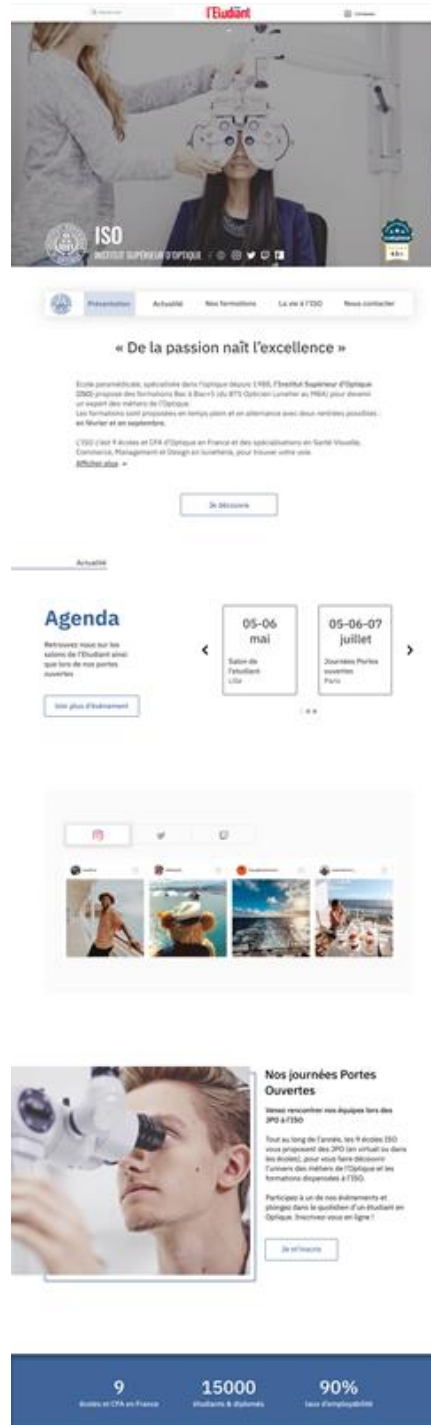
Present your training courses in your **dedicated online space**.

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

SEO

- Boosted referencing of your mini-website on letudiant.fr
- Improved website's position in search engine results, thanks to netlinking from a site that Google recognizes as a reference



Annual subscription*

Main features:

- Contacting the school
- Visiting the school's website
- See the latest tweets
- See the calendar of upcoming Open Days

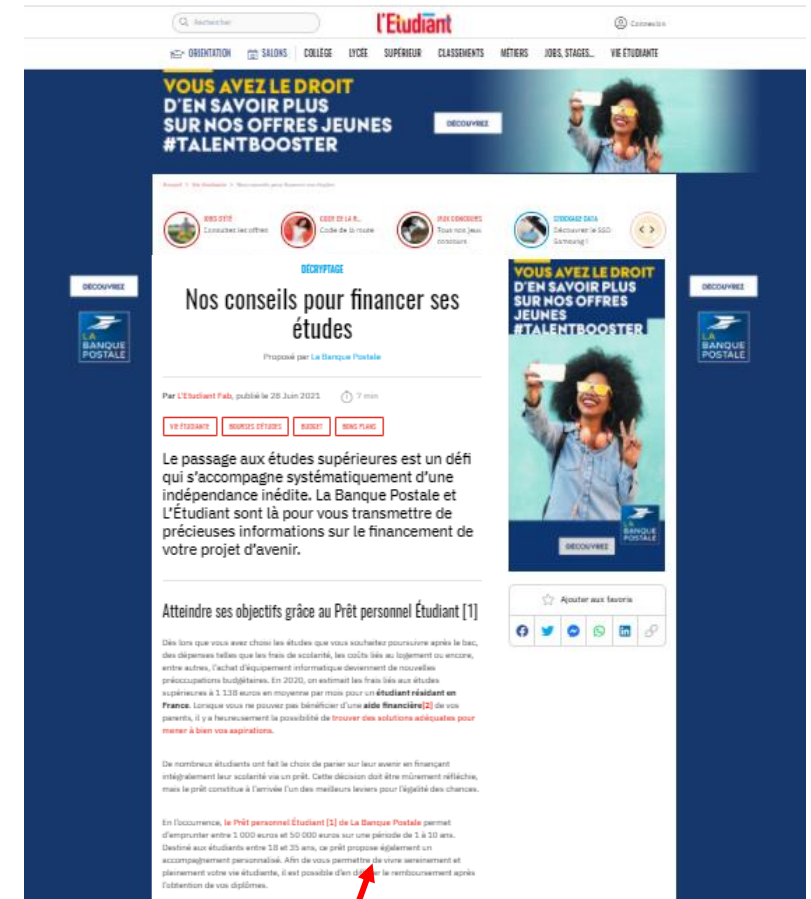
* Automatically renewed

Pitch

Articles written in cooperation with l'Etudiant journalists based on your expectations to increase your SEO goals.

Description

- Writing according to your priority key words to answer your SEO goals.
- Benefit from excellent referencing thanks to letudiant.fr
- Real performance accelerators for more visibility
- Titles and intertitles optimization for SEO compatibility



Link to advertiser's website
(here La banque postale for an article
on budget management)

Display



Targeting

Broadcast your messages to the target audience of your choice

- Context, Heading
- Geographical area
- Segments Data: Take advantage of targeting based on user navigation data on letudiant.fr



The Data segments

Appreciation for the themes :

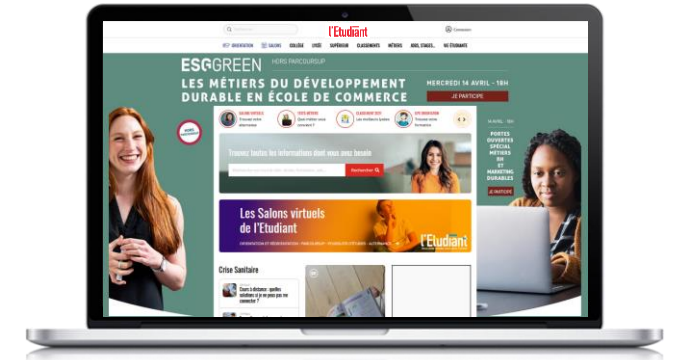
- Studies Abroad
- Business Schools
- Engineering Schools
- Arts Schools
- Health sector
- Internships / Employment
- A-Level equivalent (= Baccalaureate)



Corner video format

A new display video format on letudiant.fr

- Automatic triggering without sound
- Pre-roll integration of l'Etudiant editorial videos (top 5 of our videos)
- Maximum length of 30 seconds
- 85% average visibility rate
- Average completion rate of 60%



Arch



Corner Video

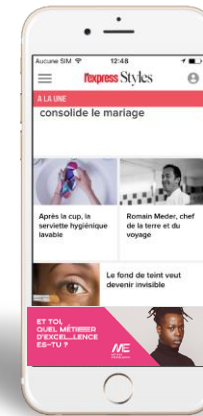
100% mobile programmatic offer

Pitch

Programmatic & geotargeted campaigns to reach young people in your region

Functioning

- Define your geographical targeting : country / region / department / postal codes / geographic radius
- Select your broadcast frame (Data by user typology: students and parents).
- Deploy your campaign with multiple banners
- Broadcasting framework: complete transparency (100% Brand Safety)



Banner



Interstitial



Medium rectangle

The image features a solid pink background with several white line-based elements. At the top center, there is a vertical line composed of three parallel white lines. To the right, there is a large L-shaped corner formed by multiple parallel white lines. In the lower-left quadrant, there is a large L-shaped corner also formed by multiple parallel white lines. On the far left edge, there are three horizontal white lines. In the center, the word "PRINT" is written in a bold, white, sans-serif font.

PRINT

L'Etudiant, le Mag' : Masters



LES CLÉS
POUR CHOISIR
VOTRE
FORMATION

ZOOM SUR
LES MASTERS

LES MÉTIERS
PORTEURS

Target

For students (baccalaureate+2 and above)

Content

- Courses to pursue studies after baccalaureate+2 (competitive entrance exam to Business Schools, Bachelor's degree program, integration into a training program)
- All masters courses
- Studying abroad

Formats

Formats	Rates
1 page	7 720 €
1/2 page	4 510 €
1/4 page	3 340 €
Double-page opening	17 510 €
2nd or 3rd cover	9 410 €
4th cover	11 740 €

75 000 copies

- **Available in all Master fairs**

Closure date:
December 21, 2023

Release date:
January 20, 2024

The image features a solid blue background with several white graphic elements. At the top center, there are three vertical white lines. On the right side, there is a corner graphic consisting of three parallel lines forming an L-shape. At the bottom center, there is a larger L-shaped graphic made of three parallel white lines. On the left side, there are three horizontal white lines. The text 'CASE STUDIES' is centered in the middle of the page in a white, bold, sans-serif font.

CASE STUDIES

Case Study



Goals

- Highlight the benefits of living 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.

Target

- French students who already think about studying in Montreal.

Outcome

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





Goals

- Let French Students know IE is in the Champions League.
- 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.

Target

- French students who already think about studying abroad for a Bachelor's or Master's degree.

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

Case Study



Goals

Introduce our audience to their school's key themes through student testimonials and content.

Solutions

- Personalized stand featuring the game's colors, furnishings and atmosphere, with videos projected onto a screen to immerse students in the world of Hogwarts Legacy.
- Design, production and installation of a mystery stand at the Salon de l'Etudiant in Paris, among other schools' stands.
- Advice and support in the production of flyers, stand decoration and the competition

The agency in charge of the project for Warner also set up an advertising campaign in the Paris metro that linked to the Student Fair.



Case Study



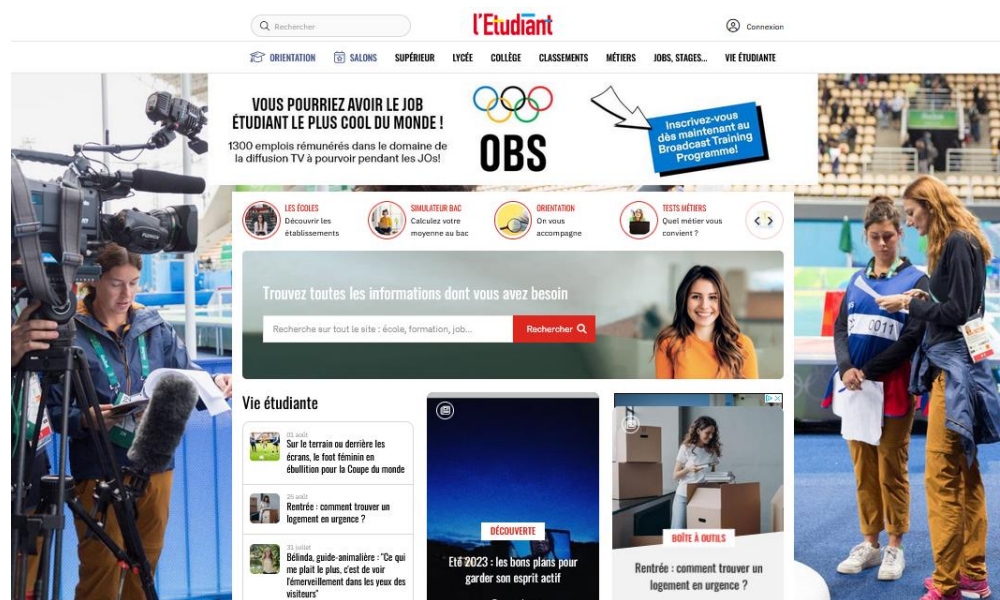
OBS

Goals

Recruit local students or young graduates to work with the Olympic TV production teams and experience Paris 2024 behind the scenes.

Solutions

- Writing an article
- (more than 15,000 unique visits to the article, staying on the page an average of 04:43 min)
- 100% POS online publication
- 1 sponsored post on social networks
- Self-promotional display campaign 500k impressions
- Highlighting of relevant sections
- Generated over 1,100 applications in 1 month



Our References



l'Etudiant

Vous avez rendez-vous avec l'avenir.

**Interested in our offers?
Contact our International Managers**

Morgane FLAUX
mflaux@letudiant.fr

Cloe CASSINA
ccassina@letudiant.fr

or write to us via our website

[Click here](#)

