

Education & Advertising:

A LEARNING EXPERIENCE

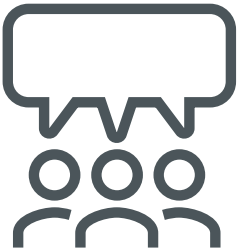


the education decision journey has gone digital. But, print advertising remains critical for branding.

COLLEGES AND UNIVERSITIES are spending more and more on student recruitment and enrollment, lead generation, brand repositioning, and program introductions. This translates into more challenges for marketers as more schools compete for ad space.

DIGITAL

Tap into your current students and let them be the face of your brand

70%  of millennial consumers influenced by peer recommendations



Influencer marketing grew by

198%

in 2017. Expected high growth again this year.

Social media spending (U.S.) expected to increase to

\$17.34 BILLION IN 2019



59

% of Higher Ed institutions are boosting social media content

Marketers who use video grow revenue

49%

faster than those who don't

45%

of people watch more than an hour of Facebook or YouTube videos a week



PRINT

Magazines are the best medium, by far, at increasing brand awareness

Print magazines are

#1

in reaching influential consumers

40 percent

of readers are inspired to take action after seeing a print magazine ad

