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# **KBUNSHA**

## **Study Abroad Guidebook: New Zealand 2022-2023**

### **Officially Supported by Education New Zealand,**

### **New Zealand Embassy Tokyo**

### **- Free guidebook for Japanese students -**

Study abroad opportunities for everyone...

KBUNSHA has been publishing

free study abroad guidebooks for 20 years.



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# **This guidebook is officially supported by Education New Zealand and New Zealand Embassy Tokyo!**



**Hamish Cooper**  
New Zealand  
Ambassador to Japan



**Grant McPherson**  
Chief Executive  
Education New Zealand

Point  
**01**

## The most widely used **FREE** study abroad guidebook in Japan

20,000 copies of the guidebook are distributed free of charge to over 3,000 places.

**20,000 COPIES**

- Sent to schools & universities throughout Japan.
- Given away at study abroad events.
- Orders through the KBUNSHA website.

**600**

Preschools &  
English schools  
offering courses for  
young learners

**1700**

Junior/Senior  
high schools  
throughout Japan

**300**

Junior/Vocational  
colleges  
throughout Japan

**250**

Universities  
throughout Japan  
(JAFSA members)

**150**

Municipal and  
prefectural  
international offices  
throughout Japan

**2500**

copies will be  
distributed at education  
fairs and seminars by  
Education New Zealand

**FREE GUIDEBOOKS mean ALL visitors at education events can have a copy!**

※ Also distributed to 100 boards of education and study abroad related service providers.

※ The distribution list gets updated regularly according to the result of questionnaire surveys for high schools and colleges in Japan.

※ Most universities with an international outlook are members of JAFSA (Japan Network for International Education).

Point

02

## Widely recognised as **reliable source of information**

KBUNSHA has been publishing free study abroad guidebooks in collaboration with foreign embassies and official organizations since late 1990s. Because of the long experience of producing study abroad guidebooks, KBUNSHA has gained trust from teachers/staff of Japanese institutions. Schools and institutions use KBUNSHA Guidebooks as reliable “textbooks” at their study abroad events.

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Point

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## Promotion through **KBUNSHA websites**

KBUNSHA has been running a study abroad website for 20 years and it is widely known by schools and institutions in Japan. All contents of the New Zealand Guidebook will be posted on a website dedicated for studying in New Zealand. The website is linked to the KBUNSHA main site and will further increase the exposure of information about advertising institutions. <https://kbunsha.com/newzealand/>

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Point

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## Features of KBUNSHA guidebooks

- ▶ It is an increasing trend to get information for free and free publications are more widely read.
- ▶ A large circulation (20,000 copies plus on-line version) makes it possible to send multiple copies to over 3,000 organizations. Those organizations that receive our guidebooks can therefore distribute free copies to students at their own events.
- ▶ KBUNSHA Guidebooks are distributed to over 150 international offices of municipal governments, and they give away our guidebooks to visitors at their offices and events.
- ▶ Comprehensive information on education systems, how to apply and for living in the country.
- ▶ People tend to keep KBUNSHA Guidebooks for a long time from the time when they first start thinking about study abroad plans until after they start studying in the country.

## Contents

- Comprehensive overview of New Zealand education system for international students in Japanese language and study opportunities for Japanese students
- Practical information on student lifestyle in New Zealand
- Information and procedures on applications, student visa, IELTS, etc.
- Student testimonials
- Advertisements from New Zealand institutions, Japanese consultants and corporations (banks, travel agencies, etc.)

## Specification

Size : B5 (W182mm×H257mm) | Pages : 80pp

## Publication

30 August 2022 (20,000 copies)

Deadline for booking space : 30 June 2022

Deadline for artwork/materials : 8 July 2022

## Advertisement rates

The advertising rates include the cost of translation of the English copy into Japanese

### 【Pure advertisement on the guidebook + Website advertisement】

Options	Rates
Advertorial Special Package (New)	JPY 480,000
Full page colour + Japanese profile on the website	JPY 280,000
Full page mono + Japanese profile on the website	JPY 200,000
Half page colour + Japanese profile on the website	JPY 230,000
Half page mono + Japanese profile on the website	JPY 150,000

### 【Pure advertisement on the guidebook only】

Options	Rates	Size H×W (mm)
Full page colour	JPY 250,000	257×182
Full page mono	JPY 150,000	257×182
Half page colour	JPY 200,000	110×150
Half page mono	JPY 100,000	110×150



**See the next page for details of  
the new Advertorial Special Package!**

# NEW! Advertorial Special Package

Option

Four-piece set!

2P Advertorial + School information website + 1P colour pure ad + KBUNSHA's New Zealand website

2P Advertorial



Rate

JPY 480,000

The rate include the cost of translation of the English copy into Japanese.

Contents of advertorial

To be discussed.

We usually focus on the programs and features that you want to promote (KBUNSHA is able to arrange an opportunity for an interview with you through the Zoom).

Format

Interview format or Student testimonials

Deadline for booking space :

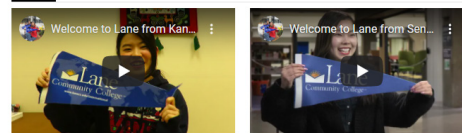
30 June 2022

School information website

<https://kbunsha.com/gakkochikyugi/>



日本人学生のコメント動画



This website contains advertorials on schools from many different countries. You can also post video messages and more detailed information that is not written in the article.

Samples



Interview format ▼



Student testimonials ▼



## Artwork specification

The artwork can be 'ready-to-go' (ie file copy of a previous ad), or items provided for production by KBUNSHA.

**[For 'ready-to-go' (file copy of a previous ad) artwork:]**

- Data format – Illustrator or InDesign
- File format – ai or pdf file (please outline the fonts)

\*Please create a 3mm bleed around the ad.

\*Please allow 8mm between the edge of the page and text space.

**[For production by KBUNSHA:]**

If an artwork from a previous ad is not available, please send the following information and materials to KBUNSHA.

- Logo and photographs (JPEG or EPS file)
- Brief institutional profile – unique selling points, environment, student numbers etc.
- Major courses, entry requirements, accommodation options, support services for overseas students
- Contact details for further information

### Contact details

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Tel. +81-3-3234-1744 Fax. +81-3-3234-1827

E-mail: [minori@kbunsha.com](mailto:minori@kbunsha.com) Website: <https://kbunsha.com/> Facebook: [www.facebook.com/kbunsha](https://www.facebook.com/kbunsha)

# About KBUNSHA

Established in 1984, KBUNSHA has been publishing free study abroad guidebooks in close collaboration with foreign embassies and official organizations since late 1990s. KBUNSHA guidebooks are widely distributed to Japanese schools, colleges and universities as well as agents and parents. KBUNSHA clients include Education New Zealand, US Embassy, British Council, Canadian Embassy, Australian Embassy, and a number of provincial government and tourism offices.

## Other Products and Services

### Event Management

\*Including Online Events

#### Examples

Study in Canada Fairs (since 2007)	Embassy of Canada
Education USA Expo (since 2010)	Embassy of the United States of America
Education UK Exhibition (since 2012)	British Council
Agent seminar & workshop (2012, 2015, 2017, 2019)	Government of Alberta, Canada
Study in New Zealand Fair (since 2015)	Education New Zealand
JASSO Study Abroad Fair (since 2016)	JASSO (Japan Student Services Organization)
CAIS seminar (since 2016)	Canadian Accredited Independent Schools (CAIS)

### Website Production

#### Examples

Study in Canada Fairs (since 2014)	<a href="https://www.canada-ryugaku-fair.com/">https://www.canada-ryugaku-fair.com/</a>
CAIS (since 2016)	<a href="https://cais.jp/">https://cais.jp/</a>
JASSO Virtual Studies Abroad (since 2020)	<a href="https://jasso-virtualstudiesabroad.com/">https://jasso-virtualstudiesabroad.com/</a>



### Brochures & Translation Services (English/Japanese)



- STUDY IN MELBOURNE brochure / The State Government of Victoria
- CAIS seminar brochure / CAIS (Canadian Accredited Independent Schools)
- Education New Zealand website translation / Education New Zealand
- School profiles and application forms translation / Vancouver School Board
- EducationUSA leaflet / EducationUSA