

**KBUNSHA**

**Study Abroad Guidebook: New Zealand 2024-2025**

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



**THINK  
NEW<sup>®</sup>**



## KEY POINTS

02 **20,000** copies to  
over **3,000** places

03 Exposure for **1 year**

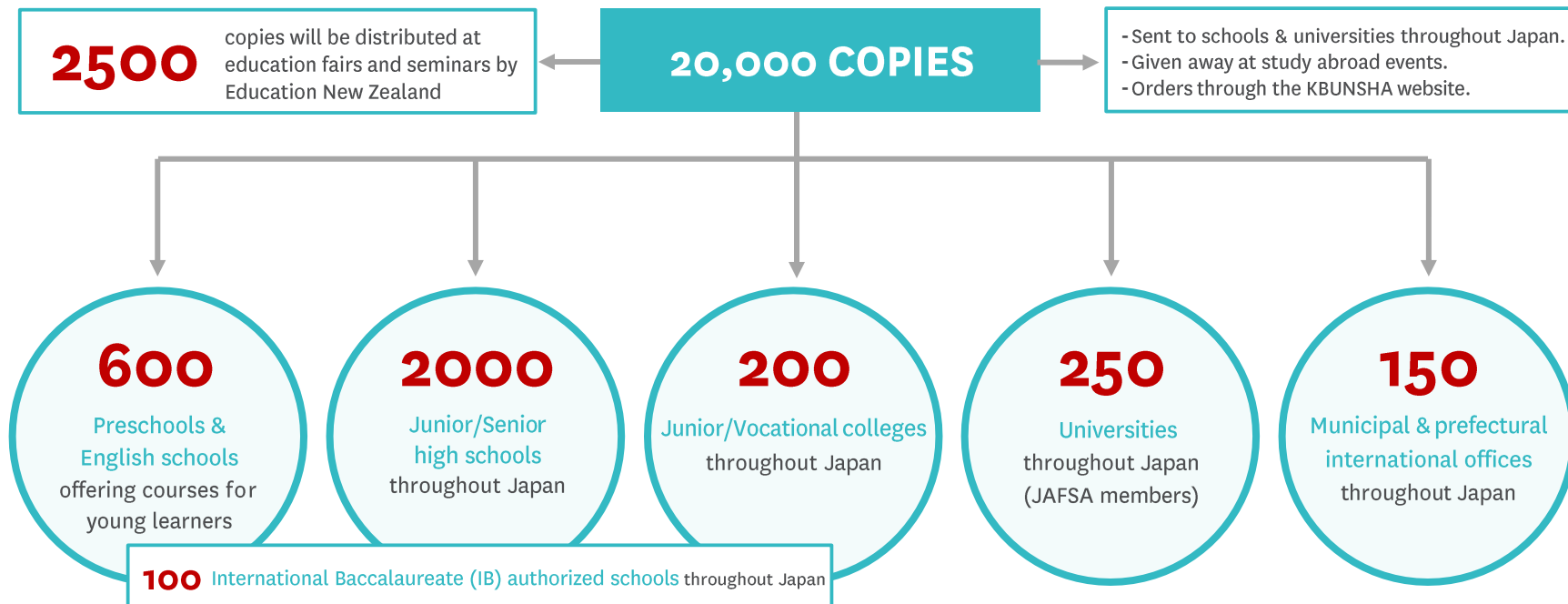
04 Linkage with **website**

05 Only **country-specific**  
**FREE** study abroad  
guidebook



## 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.



**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).



## 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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## 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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## 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 organisations. Those organisations 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.

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## Contents

- Brief introduction to the country
  - 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.)
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## Specification

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

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## Publication

30 August 2024 (20,000 copies)

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## Deadlines

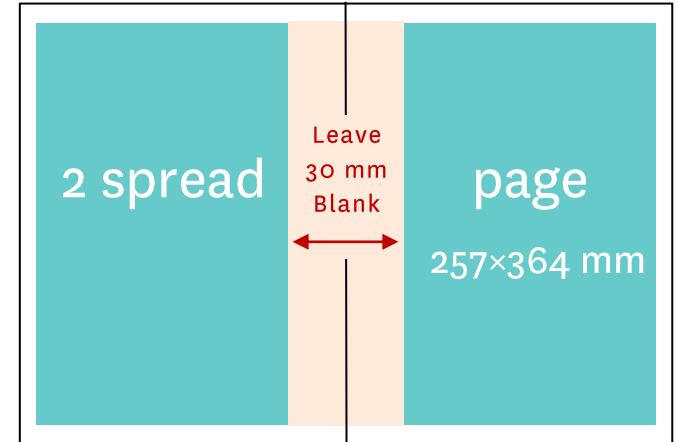
Booking space **28 June 2024** Artwork/materials **8 July 2024**

# Advertisement rates

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



【Dimensions】



**⚠ This page is for generic promotion of your region. Therefore, information on particular institutions cannot be included.**

Options	Rates
2 spread page colour on the guidebook + Logo on the KBUNSHA scholarship campaign website	JPY 200,000
4 spread page colour on the guidebook+ Logo on the KBUNSHA scholarship campaign website	JPY 300,000

【KBUNSHA scholarship campaign website】

Layout and contents of the advertisement will be discussed between KBUNSHA and the advertising organisation.

【Samples】



## Artwork specification

The artwork can be 'ready-to-go' (i.e., 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.

\*Please leave 30mm blank in the middle.

### **[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 10-15 photographs (JPEG or EPS file)
- Brief organizational profile (approx. 800 words) – unique selling points, environment, regional features etc.
- Sightseeing Spots, Accommodation options, Support services for overseas students etc.
- Contact details for further information

### **Contact details**

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# 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
EducationUSA Expo (since 2010)	Embassy of the United States of America
Education UK Exhibition (2012-2019)	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>
Kama'aina Homestay (since 2018)	<a href="https://kamaaina-homestay.com/">https://kamaaina-homestay.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