

GIO Club Study Abroad

Advertising Your School

January 2017
Globe-Trotter T&E, Inc.

GIO Club is a Study Abroad Agency in Japan

GIO Club is a study abroad agency run by Globe-Trotter T&E, Inc.

Since being established in 1984, GIO Club has published numerous study abroad guide books and has sent over 150,000 students abroad to language schools all over the world.

With offices in 3 locations – Tokyo, Osaka, and Nagoya – GIO Club sees over 50,000 study abroad counseling cases a year. We also constantly hold seminars and events according to current trends throughout the year.

GIO Club has been chosen by the British study abroad magazine *Study Travel Magazine* for the STM Star Award for most outstanding study abroad agency in Asia 4 times – in 2006, 2007, 2012, and 2014. The achievements and support system of GIO Club are highly regarded by others in the industry.



4-Time Winner of the STM Star Award for Most Outstanding Study Abroad Agency in Asia



The Tokyo office is a 3-minute walk from Shinjuku Station, the busiest train station in Japan.

The 40 strong member team of counselors and support staff guide prospective students in their pursuit of a global education.

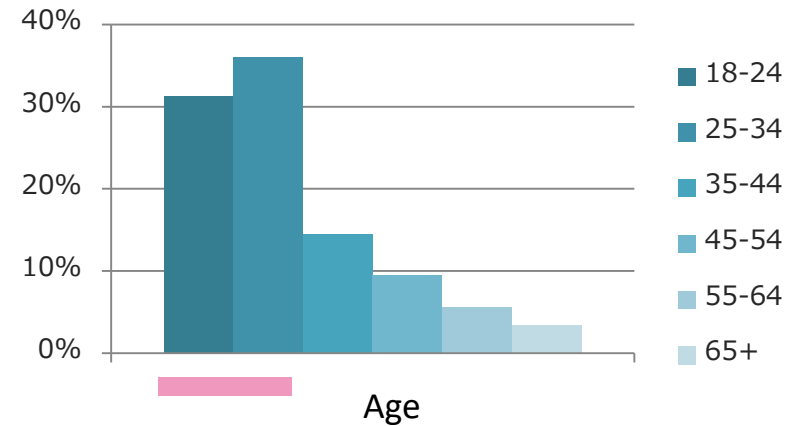


Our Primary Customers are eager University Students and Working People Aged 20-29

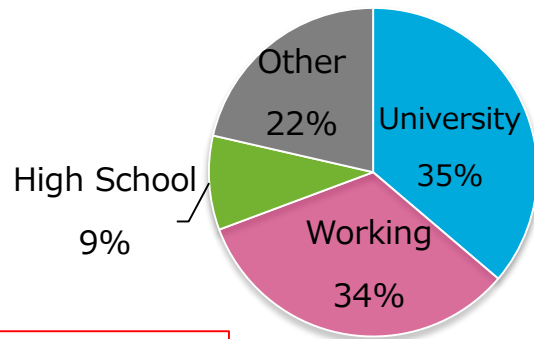
GIO Club Customer Profile

- Our customers are generally university students and working people with relatively high income levels.
- Our primary clients are university students on break looking to increase their language abilities, and working people looking for a career improvement or career change.
- GIO Club provides custom-made *Global HR* training and study programs for corporate clients.

50% of our Customers are Aged 20-29

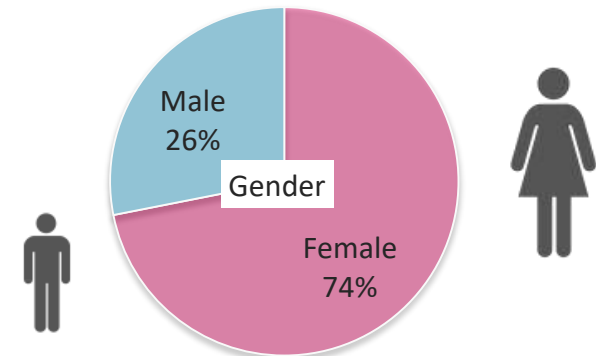


30% University Students, 30% Working Class



CONFIDENTIAL

Over 50% are Female



The GIO Club Website

The GIO Club website is full of study abroad-related information and content and sees 650,000 users per year. It is also available via smart phone.

Introducing the GIO Club Website



URL	www.studyabroad.co.jp
Page Views	2.9 Million PV / Year
Unique Users	564,000 UU / Year
Percent Smart Phone Users	65.7%
Google Search Ranking	“Language Study Abroad” #2, “Short-term Study Abroad” #4, “Working Holiday” #7, “France Language School” #1, “UK Language School” #2, “US Language School” #2 ※ Ranking from Japanese language searches
Listing Information	- General information for Study Abroad by country - Seminar and Event organized by GIO Club - School Information - Testimonials etc. ※ 2700 pages of information

*1 Based on Google Analytics from Aug.1, 2015 to Jul. 31, 2016

*2 Based on Japanese language rankings on Aug. 1, 2016

Advertising Your School

Would you like your school to be widely known by potential Japanese study abroad students? Then, have your school listed on the GIO Club website. Please see the following menu options below and choose whichever option you believe best suits your marketing needs.

Menu A

GIO Club Web Listing-Full Version JPY 185,000

Not only your school's details but also visual images of 10 slides and school movie will be displayed on the school information pages of the GIO Club website that sees 650,000 users annually. Over 40 points of information will be included and your school will also be displayed on a rotating basis on one of the appropriate country home pages that see the highest traffic, making this one of the most efficient means of promotion.

In addition, your school staff can introduce the selling points of your school and what your school is like in the special column for Menu A. The picture of the staff shown in the column will make the message more reliable.

→[Please see Appendix 1](#)

(Option) Japanese Translation Service JPY30,000

Menu B

GIO Club Web Listing-Standard JPY50,000

Your school's details and one (1) picture will be listed on the school information pages of the GIO Club website that sees 650,000 users annually. With a limited budget, your school can use the GIO Club media to reach potential Japanese market.

→[Please see Appendix 2](#)

(Option) Japanese Translation Service JPY30,000

*1 The contract will only concern listing your school in the appropriate media; there is no guarantee that students will be sent to your school.

*2 Payment must be made in Japanese Yen.

*3 The prices above include remittance fees.



Listing Procedure

	Steps	Party	Details	Schedule
1	Apply	Applicant	Download the application form online. Fill in the necessary items and submit by email.	Deadline: February 10, 2017
2	Send Questionnaire	GIO Club		Within 2 weeks of Application
3	Fill out Questionnaire	Applicant	Please fill out the online questionnaire.	Deadline: March 10, 2017
4	Send Invoice	GIO Club		March 10, 2017 ~ March 31, 2017
5	Payment	Applicant		Deadline: April 28, 2017
6	Send Listing Image	GIO Club		
7	Proof reading	Applicant	The draft will be in Japanese Language. Please have someone with Japanese knowledge to assist you.	Please be notified later.

*The web advertisement will be posted on our website for eleven (11) months from April 28, 2017 to March 31, 2018.

How to Apply

Download the application form

<http://www.studyabroad.co.jp/files/ad/appasia.pdf>

Please click the link above and download the application form (pdf)
Fill in the necessary items and submit by email.

Please send to gioall@studyabroad.co.jp

Application Deadline: Friday February 10th 2017

<Contact Information>

GIO Club Web Editing and Planning Division
Tel: 03-5362-7200 (Mon–Fri) 11:00~19:00

gioall@studyabroad.co.jp

Contacts : Yukari Nakatsuji, Mayumi Abe

Appendix

Appendix 1-1

(Menu A) Listing your school on the Web

Menu A

Detailed information (up to 40 items) will be listed on a page created exclusively for your school. This page will also be available via smart phone.

■ School Name

 ■ Picture Slideshow
(Up to 10 slides)

■ School Summary

■ Recommendations

 ■ Course Details

- Minimum Length of Study
- Start Date
- Lesson #/week
- Number of Levels
- Class Size
- Standard Rates

■ Fees

- Tuition
- Accommodation Fees
- Application Fee
- Airport Pick-up

Free Counseling Button

Videos (Youtube · Vimeo)

■ School Details

- Address
- Access
- URL
- Date of Foundation
- Entrance Requirements
- Average Age
- School Size
- Average Students per Month
- Nationality Mix
- School Facilities
- Accommodations
- Groups

 ■ Customer Review
(Posted after office review)

■ Staff Interview

■ PR Message



Appendix 1-2

(Menu A) Smart Phone Access

Menu A

The GIO Club website is smart phone accessible.

All of your school's details can also be seen via smart phone.



Appendix 1-3

Menu A

(Menu A) Locations for Web Listings

Links to your school's information page will be found in the locations highlighted in the 2 screen below.

Pages by Country

Pages by City

Page Views 378,000 / Year
Unique Users 274,000 / Year



Recommendations by Country and city 3 random schools are chosen each day for the appropriate country or city.

Appendix 1-4

Menu A

(Menu A) Mail Magazine

Along with the Web Listing, your school will also be advertised in the Mail Magazine.

Mail Magazine

成功する留学トップ > 「成功する留学」メルマガ

「成功する留学」メルマガ

毎月2回、「成功する留学」よりためになる留学情報や、おすすめのセミナー・キャンペーン情報を無料でお届けします。

メルマガ登録 **3** つのメリット

- 1 留学成功のコツや、実際にあったエピソードなど、ウェブには載っていない、最新の留学情報を配信します。
- 2 各デスクよりオススメのセミナーや、デスク限定のイベント情報をご案内します。
- 3 お得なキャンペーン情報をいち早くお知らせします。メルマガ会員だけに先行でご案内することもあります・・・

メルマガジン登録(無料) はこちらから！

 **簡単！メルマガ登録** (空メール送信)

ボタンをクリックして空メールを送信してください。自動返信されるメールに記載されたURLにアクセスすることにより、簡単に登録できます。

メルマガ登録情報の解除

以下のボタンより空メールを送信してください。自動返信されるメールに記載されたURLより、登録情報の変更、もしくは解除ができます。

 **登録情報の解除** (空メール送信)

PAGE TOP

Mail Magazine

Distribution: 2 times per month (text)

Subscriptions: 15,000

Subscriber Average Age: 25

Subscriber Sex: Female 70% / Male 30%

Subscriber Occupation: Employed 30% / Student 30% / Other 40%

Sample

○-----○
【1】◆おすすめ旅行と留学いいとこ取り！旅するようなイタリア留学

留学もしたいけど旅行もしたい！

そんな方におすすめなのが「旅するようなイタリア留学」。
最大4都市にある語学学校を巡りながら留学をするプログラムです。

例えば・・・

最初の3週間で観光名所の宝庫ローマを余すことなく堪能。
午前中はイタリア語を学び、放課後はローマを隅々まで散策します。
最後の1週間は車も電車も無いヴェネツィアでのんびり。

他にも2週間ローマ+2週間フィレンツェや、2週間ミラノ+2週間ヴェネツィア
など、組み合わせはあなた次第！

学校を移動してもレベルに合ったクラスへ転校するので、
旅をしながら継続して語学学習ができます。

ミラノ万博で注目されるイタリアを誰よりも存分に満喫しませんか？

▼おすすめモデルコース・料金目安はこちら！
<http://www.studyabroad.co.jp/special/travel/IT/>

Appendix 2

(Menu B) Listing your school on the Web

Menu B

Detailed information (up to 28 items) will be listed on a page created exclusively for your school. This page will also be available via smart phone.

■ School Name

■ Picture

(You can post one picture)

■ School Summary

■ Recommendations

■ Course Details

- Minimum Length of Study
- Start Date
- Lesson #/week
- Number of Levels
- Class Size
- Standard Rates

■ Fees

- Tuition
- Accommodation Fees
- Application Fee
- Airport Pick-up

The screenshot shows a sample school listing page for 'WISCONSIN ESL INSTITUTE'. The page includes a header with navigation links, a main content area with a school profile, and a sidebar with contact information. A large 'SAMPLE' watermark is overlaid on the page.

WISCONSIN ESL INSTITUTE
Wisconsin English Second Language Institute

※2015年度の基本情報です。

生活費と授業料をおさしたい方はWESLIへ！
当校は1981年に設立した、ウィスコンシン州の中心都市マディソンにある学校です。アメリカでもっとも美しく生活費が安い、文化的な都市として選ばれています。入門からアカデミックプログラム、プロフェッショナルレベルまで幅広いコースにはビジネス、アカデミック、TOEFLも対応しています。レクレーションやアクティビティ、海外パートナーシップ、インターネット、カレッジや大学への進学相談、30以上の大学へTOEFL参加して入学できるサービスも充実しています。また、条件を満たせばウィスコンシン州州立大学の授業を履修でき、2009年に建てられた学生寮も学校から1分と近い場所にあります。

おすすめのPOINT

- ・30年以上にわたる歴史
- ・日本人学生が約90%
- ・授業料・生活費が安い

WISCONSIN ESL INSTITUTEの留学プログラム

コース一覧	料金詳細	授業料
一般英語フルタイムコース (General English Full Time)	アカデミックで英語と同時進行とするインテンシブ英語	アカデミックで構成されるインテンシブコースでは、スピーキング、リスニング、リーディング、ライティングを総合的に学びます。
授業料	17週以上	授業料: USD 2,400 (8週)
最低受講期間	6週間	滞在費: USD 1,530 (ホームステイ/6人部屋/2食付/4週)
開校日	詳しくはお問い合わせください	その他のコース
レベル/費用	20レッスン	留学準備英語(大学、高校など)
レベル数	7 (入門～上級)	
1クラス人数	平均12人 / 最大14人	

✓このコースに申し込む

住所: 19 N. Rockney Street, Madison, WI 53703, USA
アクセス: バス停から3分
URL: <http://www.wesli.com>
運営: 私立学校
設立: 1981年
入学基準: 17歳
月平均学生数: 約200人 (夏期: 約250人)
学校設備: ラウンジ、PCルーム、自動販売機
滞在形式: ホームステイ
グループ校 (他都市): 無

Free Counseling Button

■ School Details

- Address
- Access
- URL
- Date of Foundation
- Entrance Requirements
- Average Age
- School Size
- Average Students per Month
- Nationality Mix
- School Facilities
- Accommodations
- Groups

■ Customer Review
(Posted after office review)

2

