
KBUNSHA

Study Abroad Guidebook: New Zealand 2020

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 over 15 years.

Editing & Publishing
KBUNSHA

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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

**THINK
NEW**[®]



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.

Point
03

Promotion through **KBUNSHA websites**

KBUNSHA has been running a study abroad website for over 15 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/>

Point
04

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

22 April 2020 (20,000 copies)

Deadline for booking space
13 March 2020

Package prices for guidebook & website advertisements

Special packages of guidebook advertisement and one page profile in Japanese on the KBUNSHA website are available.

Options	Rates
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

Advertisement rates (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

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

Artwork specification

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

Deadline for artwork/materials
20 March 2020

[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 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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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

Examples	
Study in Canada Fairs (2005-2019)	Embassy of Canada
Education USA Expo (2010-2019)	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 (2015-2019)	Education New Zealand
JASSO Study Abroad Fair (2016-2019)	JASSO (Japan Student Services Organization)
CAIS Agent seminar (2016-2019)	Canadian Accredited Independent Schools (CAIS)

Website Production

Examples	
Study in Canada Fairs (2014-2019)	http://www.canada-ryugaku-fair.com
CAIS (2016-2019)	https://cais.jp/
Education USA Expo (2014-2019)	http://americaexpo.jp/



Brochures & Translation Services (English/Japanese)



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