



THE NEW
PLATFORM FOR
POST-GRADUATE
STUDIES



ABOUT

A new Challenge. From Italian experience to International project

MASTERINFO.eu is the new portal of international visibility for universities and business school interested in promoting their master degrees and postgraduate courses. It is a start up project born from the experience of MasterIN. it, leader in Italy in supporting public and private schools for the promotion of their postgraduate offer towards the target of graduates and young professionals.



**FOCUSED ON EUROPE,
FACING THE WORLD**

Here some of the main figures of MasterIN.it

- 20 year experience in postgraduate guidance and marketing support
- over 130 clients among the most prestigious Italian and international universities and business schools
- more than 1.000 master programs and higher education courses in database
- 200.000 registered users enrolled to our mailing lists for profiled sending of DEM



LEADER IN PROMOTION OF POSTGRADUATE EDUCATION

“ We collaborate with MasterIN.it since a long time.
We welcomed with curiosity the news of the internationalization project of the portal: in consideration of the wide range of international master programs of our school, we observe with particular interest this opening to the European market

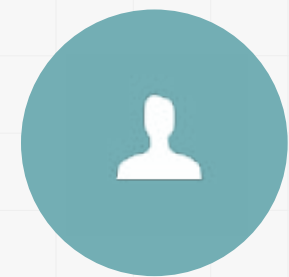
Sergio Oliveri

ADVERTISING MANAGER MIP POLITECNICO DI MILANO



BENEFITS

Commitment to results



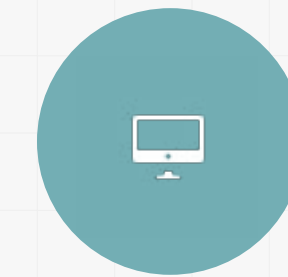
ADDRESS ONLY TARGETTED
USERS TO SCHOOL PAGES

Our comprehensive database of postgradaute courses attracts graduates searching for international opportunities



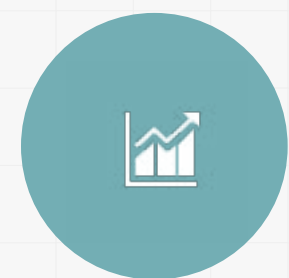
A POWERFUL INTERNAL
SEARCH ENGINE

It is the “hearth” of MasterINFO.eu. thanks to many parameters, it allows users to filter and reach a targeted list of courses



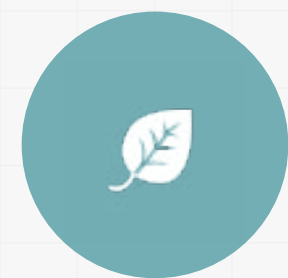
CUSTOMIZED OPTIONS
OF VISIBILITY

We offer different packages to meet the needs of budget and promotion of international schools and universities



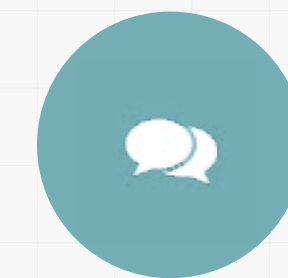
A DETAILED DATASHEET
FOR EACH COURSE

Intense use of charts, infographics and special contents (video, podcasts..) to bring out the peculiarities of the course



A STRONG AND CONTINOUS
SEO ACTIVITY

We spent lots time and efforts in Search Engine Optimization to “land” target users directly to master pages



CUTTING EDGE TECHNOLOGY
FOR ALL INFRASTRUCTURE

We have used the latest technology [ex. responsive system] both for portal and backend platform

ALWAYS FOCUSED ON OUR MISSION: SUPPORTING POSTGRADUATE SCHOOLS

“ Thanks to MasterIN.it, in recent years the brand of our university master programs has been always visible in the Italian higher education environment. Initially we had published only a few master pages but since several years we are promoting on MasterIN.it all our postgraduate training offer

Gerardo Ferrari

DIRECTOR OF COMMUNICATIONS, PUBLIC RELATIONS AND PROMOTIONAL
ACTIVITIES - UNIVERSITÀ CATTOLICA DEL SACRO CUORE



FEATURES

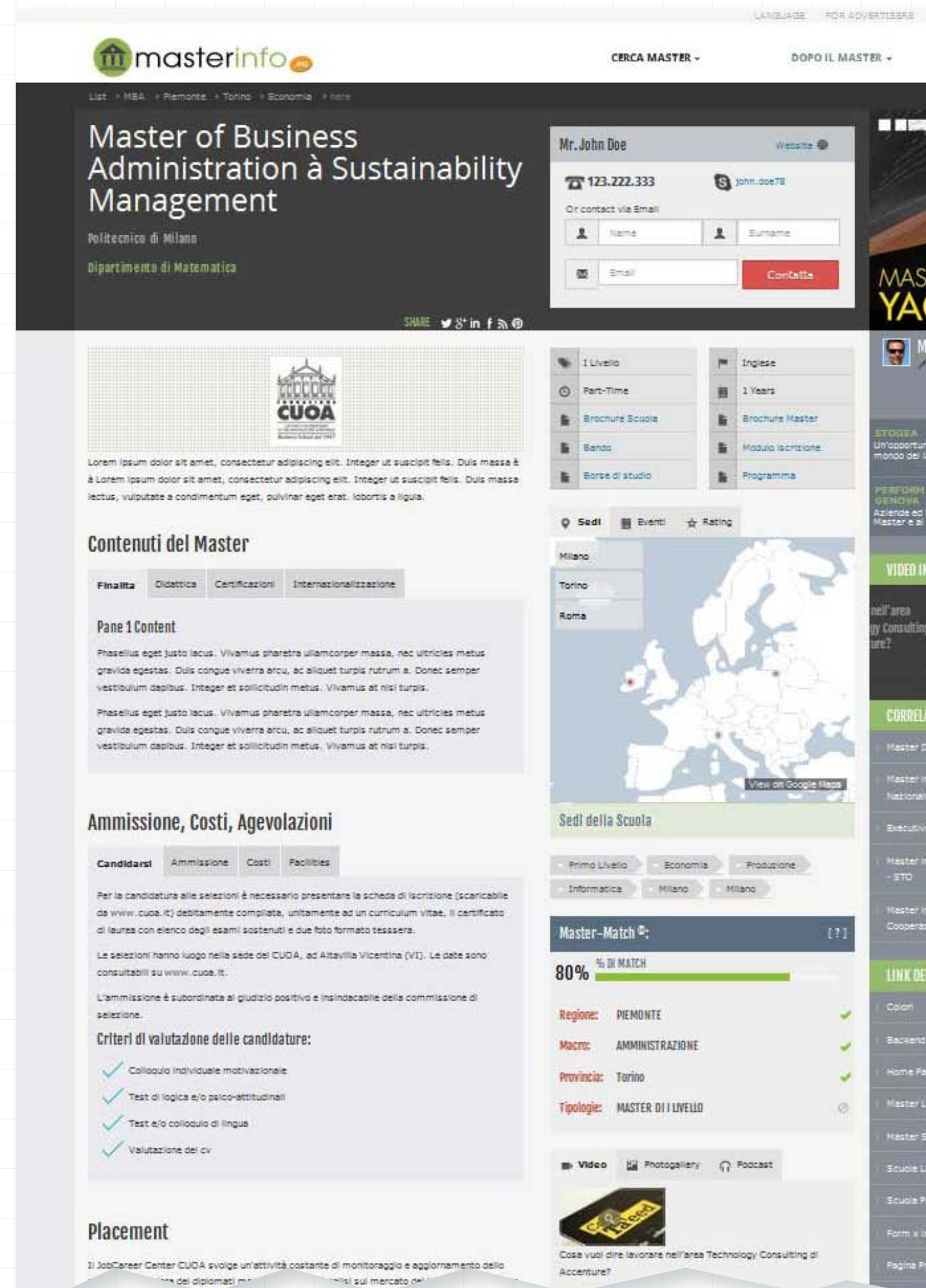
The content is the king

DETAILED INFORMATION
About study plan, internationalization, admission process

FOCUS ON PLACEMENT
Support activities, partner companies for internships, community

SPECIAL CONTENTS
Video, Podcast and Photogallery for a complete overview

EVENTS AND SOCIAL
Stream from main social networks and info about opensdays



CASE STUDIES
Teachers and alumni testify the added value of the school

INFOGRAPHICS
Maps, charts and infographics provide a snapshot of the course

SCHOOL PROFILE
Complete description of the school for an institutional presence

MASTER-MATCH
Special function showing the user if the course meets all his needs

WE MATCH YOUNG TALENTS WITH PRESTIGIOUS SCHOOLS

“ It has been a pleasure to come to the knowledge of the internationalization project of MasterIN.it: the experience and leadership that it has acquired in Italy in recent years will certainly be flying at European level in the affirmation of the new brand. We will also be present on the new portal with our postgraduate

Alessandra Enria

Marketing & Communication Manager - Education & Services
Management - Training and Events - Gruppo24Ore



PRICING

Best value for all budgets

BASIC

Basic presence of the course in the database

FREE
(forever)

- Logos
- Branches
- Attendance, Hours
- Category, TAG
- Dates, Locations, Editions
- Cost
- Scholarships
- Setup Link
- Contact FORM (Basic)
- Faculty
- Students - Origin
- Students - Age
- Students - Experience
- Text area - (Basic)

TOP-PLUS

Strategic choice for best and effective visibility!

~~€ 190~~
free for 1 year
Year/Course

for registration before February 28, 2015

- **all BASIC and TOP options**
 - VIDEOS
 - CASE STUDIES
 - VISIBILITY OPTIONS (*)

TOP

Full details and special contents about the program

€ 100
Year/Course

- **all BASIC options**
- Contact FORM (Top)
- Certifications / Accreditations
- Internationalization
- Facilities
- Admission requirements
- Evaluation criteria
- Social Network
- Placement
- Community
- Partner Companies
- EVENTS
- PODCAST
- PHOTOGALLERY

(*) Visibility Options

- No "related" courses proposed in TOP-PLUS master pages
- TOP-PLUS master pages reported as "related" courses within BASIC and TOP pages
- In listing results, TOP-PLUS master pages are positioned before than BASIC and TOP ones BASIC e TOP

“ The vast majority of British universities see the benefits of international student mobility. The aim to attract such a big audience can be challenging and finding targeted, cost-effective marketing solutions is the key. This is why I have decided to work with MasterIN.it which provides a Study-Choice website which targets a relevant, local audience

Monika Parzych

International Officer - University of Westminster



OPEN A FREE ACCOUNT AND START COLLECTING RESULTS!

CONTACT

Our Marketing Department is at your disposal for any clarification, advice or information you may need

OPEN AN ACCOUNT. IT'S FREE
AND WILL BE FREE FOREVER

You can open a free account on **masterinfo.eu** at anytime and it will be free forever [master pages will be visible in BASIC mode].

You can add new ones or update them independently at any time.

If you open an account by December 31, 2014 you can publish your master degrees and postgraduate courses in TOP or TOP-PLUS mode with 50% off.

