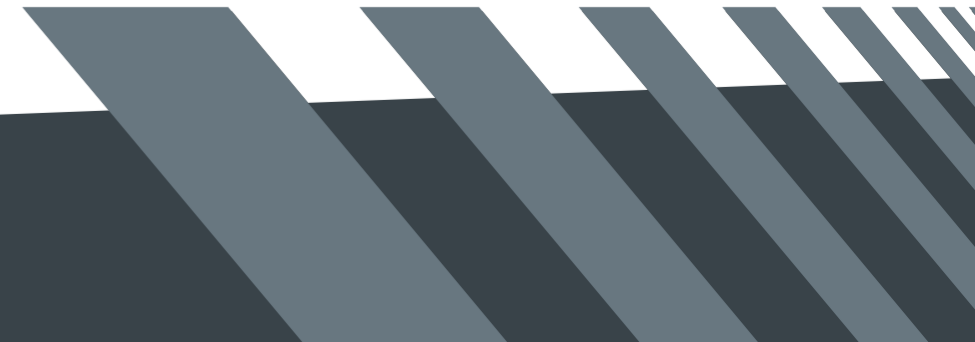




masterin.it



The background

Mercurius since 1991 deals with a complete network of medias with the aim of encouraging the communication between **graduates** and **organizations** which offer them training courses and job opportunities.

MasterIN.it is the portal completely dedicated to the presentation of the most prestigious Universities and Business Schools and their postgraduate training programs. Mercurius Network numbers **2 million page views** and over **600.000 unique users** per month.

Focused target

Relying on Mercurius Network for the promotional campaigns assures the attainment of a very specific target: over the **90 %** of people who daily visit the Network's websites is composed of **graduates** aged **22 - 30 years old**, coming from the most important Italian Universities and willing to consolidate their career.

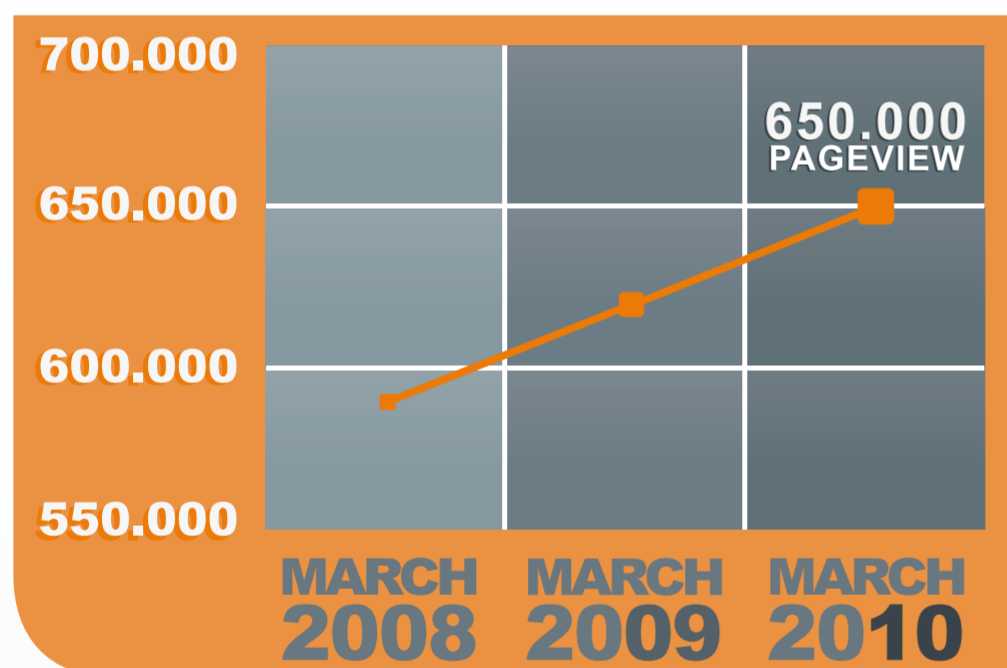


THE PORTALE LEADER IN ITALY

MasterIN.it is the portal leader in Italy in the promotion of postgraduate training programs. The website features the Italian and international most important Universities and training centers among its **135 advertising customers**. The browsing is made easier by a system of parameters for the research, which allows the users to consult the **1.000 Master course** descriptions published on our website.

The presence on the website

The School has the possibility of inserting one detailed description of each Master course it intends to promote, besides its own institutional profile. Thanks to a **reserved area** the customer can always monitor its advertising campaigns **redempti on**.



NETWORK CONTENTS

The topics of **work** and **education**, all along the focus of **Mercurius Network** contents, guarantee to the advertising Training Center a focused visibility towards those **graduates** who look up the websites searching for these information every day.

Search Engine Optimization

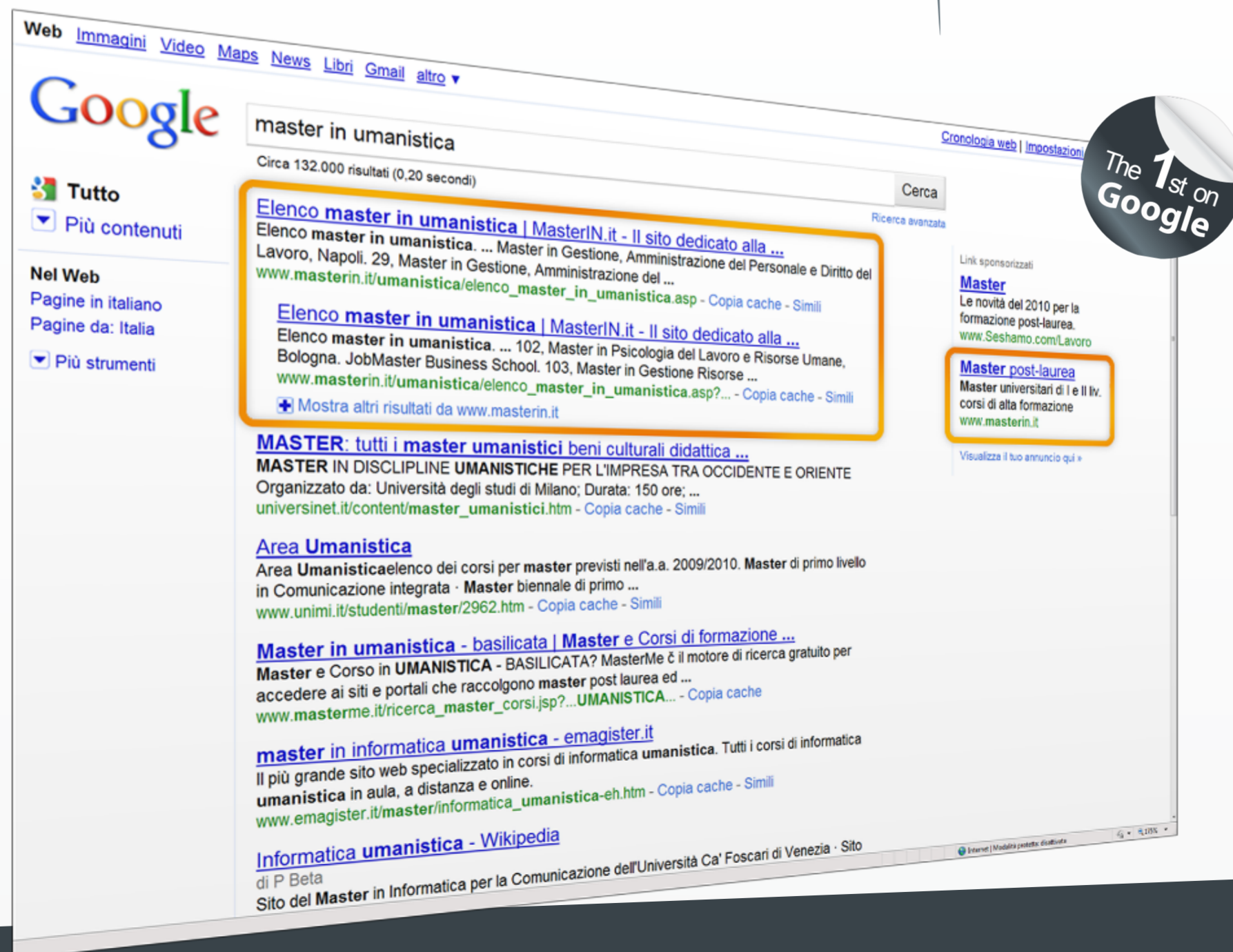
The deep and efficient **SEO strategy** applied in all Network's pages guarantees to our advertisers an excellent indexing of their pages on the Search Engines.

One example for all: Google

In the textual seeking on the Italian pages **MasterIN.it** places itself in the highest ranking for:

- **"Formazione post laurea"**
- **"Master in economia"**
- **"Master per ingegneri"**
- **"Master in risorse umane"**
- **"Master umanistica"**

A careful study of the texts, the use of key words and the incisiveness of the contents enabled **MasterIN.it** to get **Page rank 6/10** from Google.

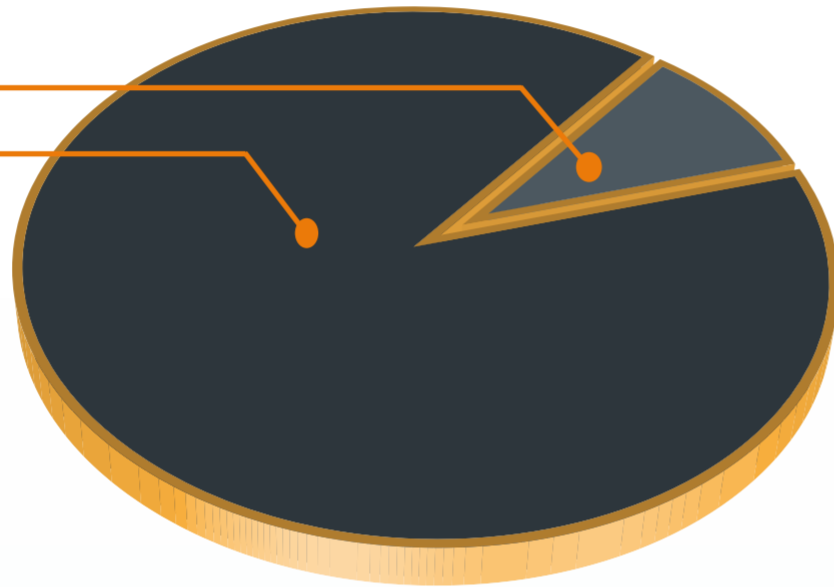


TARGET PROFILE

Conveying our message to the right target is essential for the success of our **web marketing** activities success.

Education's level of the users

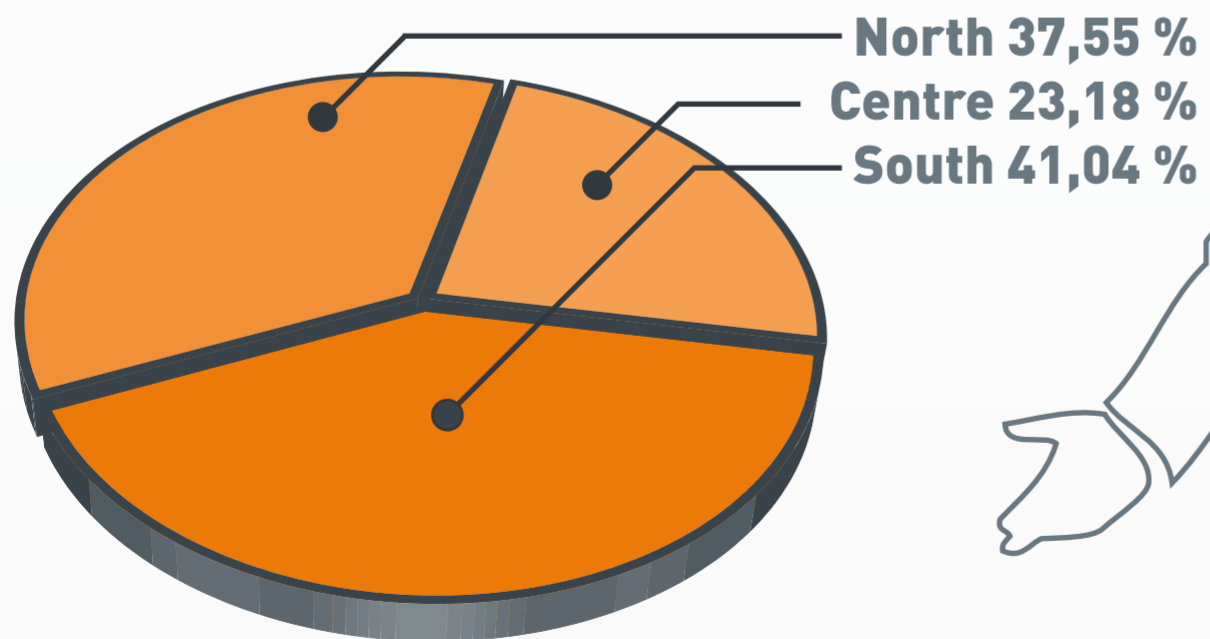
High school Diploma 9,8%
University Degree 90,2%



The dynamism of Mercurius Network contents guarantees each month **thousands** of **newcomers** in the mailing lists, who represent additional users to whom advertisers can direct their marketing campaign.

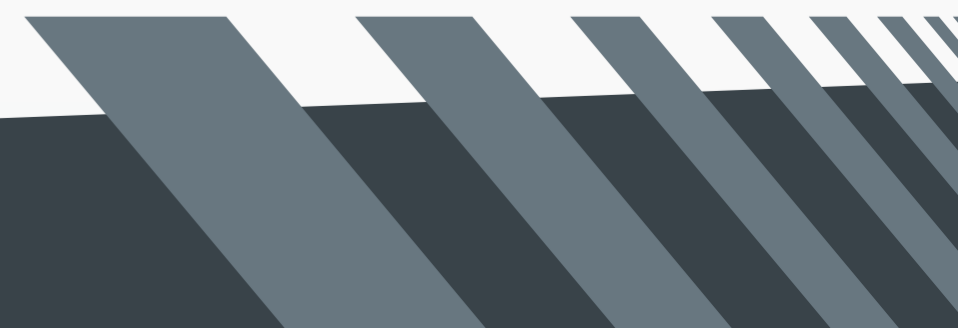
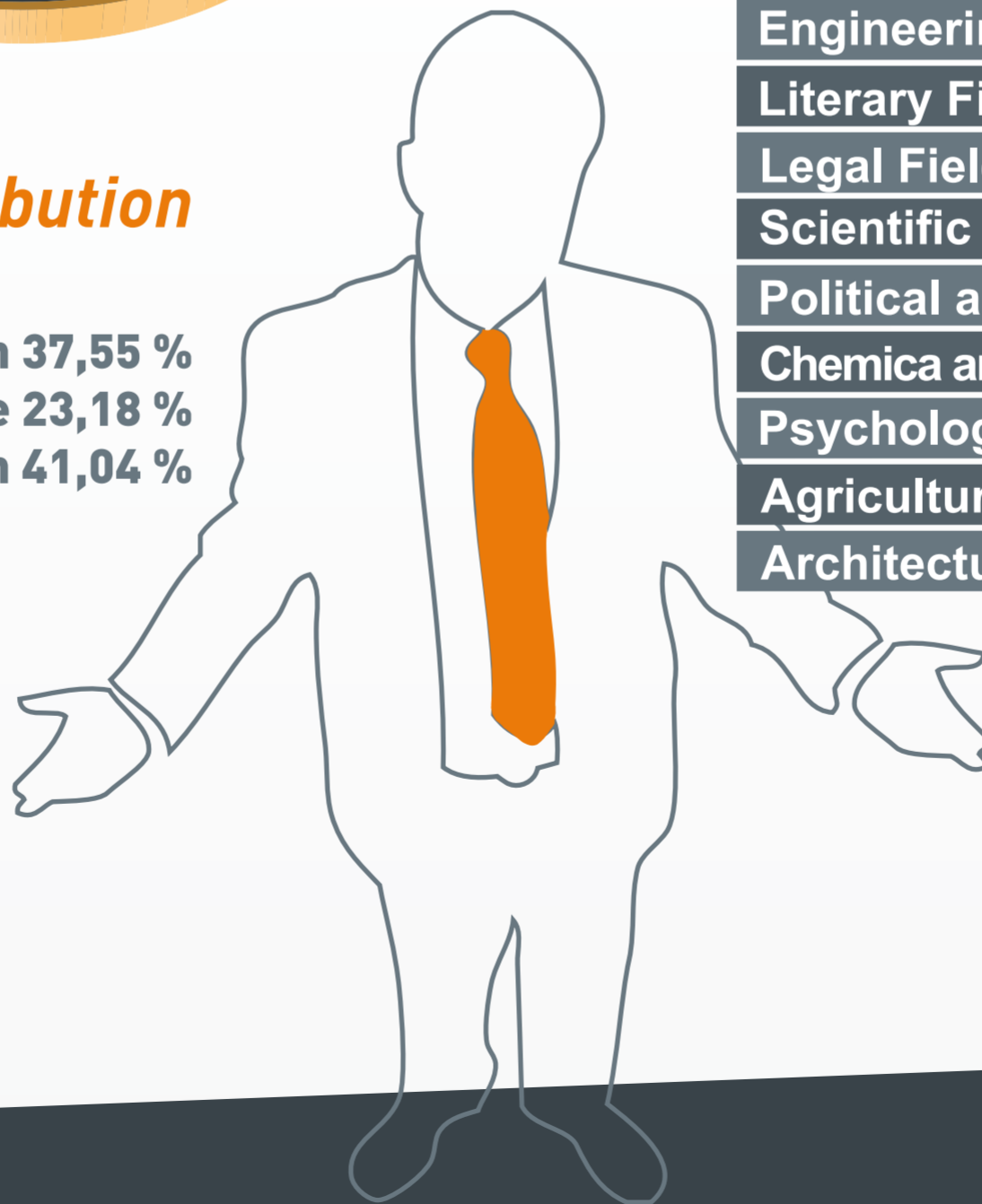
Mercurius has soon gained detailed qualitative data about **200.000** Network's registered users.

Geographic Distribution



SEGMENTATION ACCORDING TO DEGREE AREA

Economic Field	29,14%
Engineering	22,05%
Literary Field	12,52%
Legal Field	12,42%
Scientific Field	9,39%
Political and Social Fields	6,94%
Chemica and Pharmaceutical Fields	2,77%
Psychological Field	2,07%
Agricultural Fields	1,80%
Architecture	0,81%



THE PROMOTION BY EMAIL

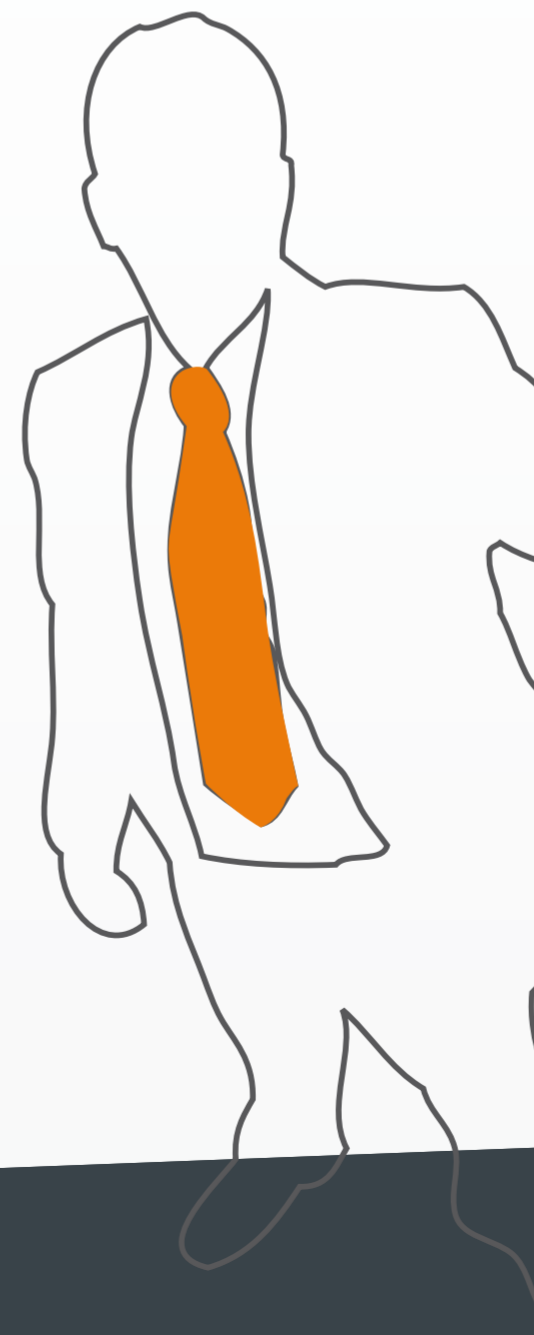
Direct E-mail Marketing campaigns can be **completely customized** by Training Centers both in the message graphic structure and in the identification of the target profile.

Customized DEM

It is a newsletter completely dedicated to the Training Centers, which use it in order to get in touch with their target range. This communication tool allows them to promote Master courses and many initiatives, such as scholarships, internship opportunities, events and open days.

DEM Focus

It consists in a short presentation, on the newsletter sent weekly to registered users, of one Training Center or a specific Master course.



WEB VISIBILITY SPACES

Training Centers have the opportunity to buy several advertising spaces on **MasterIN.it** and on the other websites of the Network.

Banner campaigns can be planned per week or per **impression**.

Banner

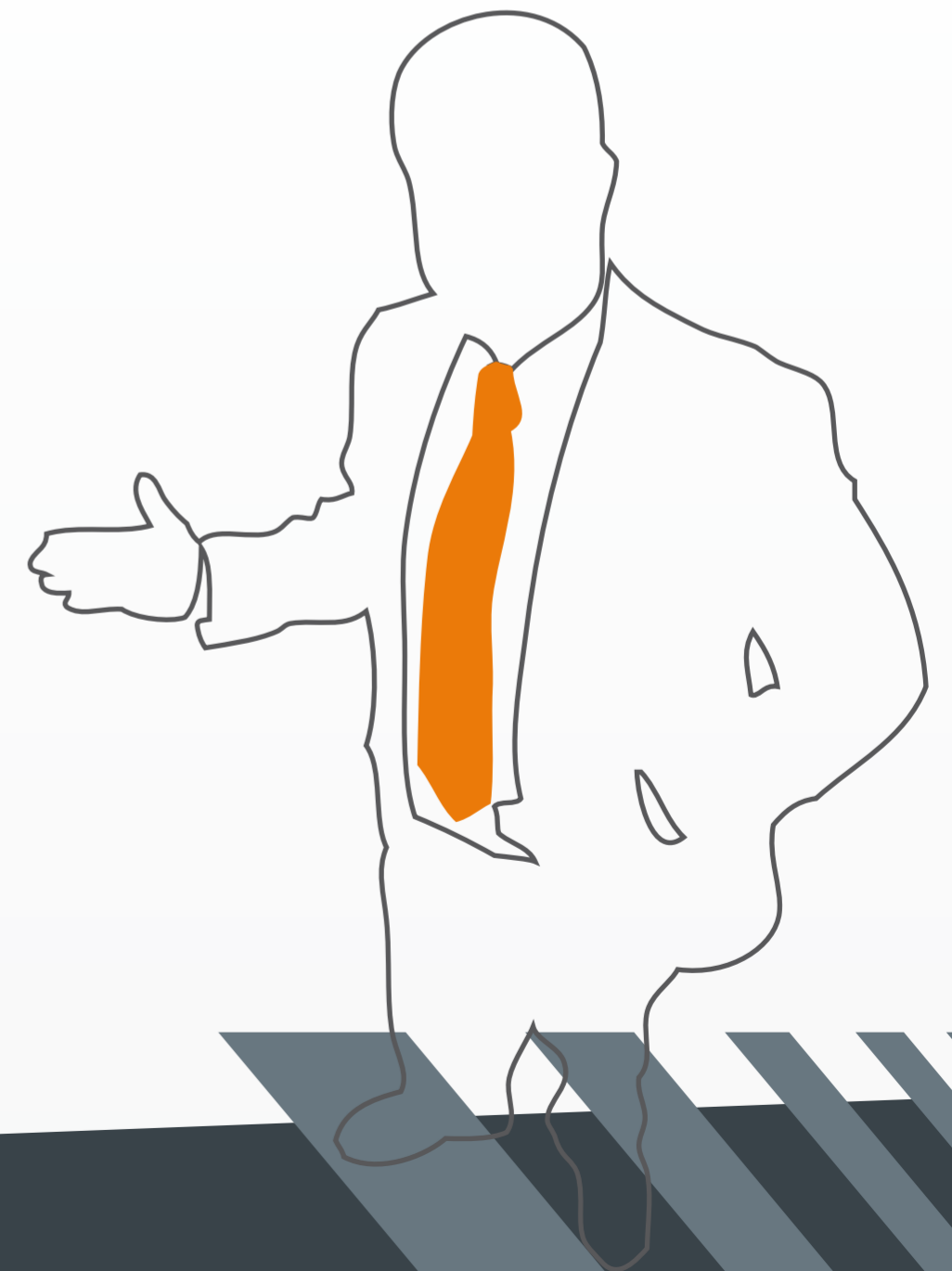
All the websites of our Network can host ads in different **positions**.

Incipit

The incipit is the **recommendation of in homepage** for one week of a specific master course; it is also published in the **newsletters** which are sent weekly to registered users.

Video vetrina

The video vetrina is a space exclusively dedicated to a customer's **video presentation**. It is a weekly service.



COMMUNICATING THROUGH THE VIDEO

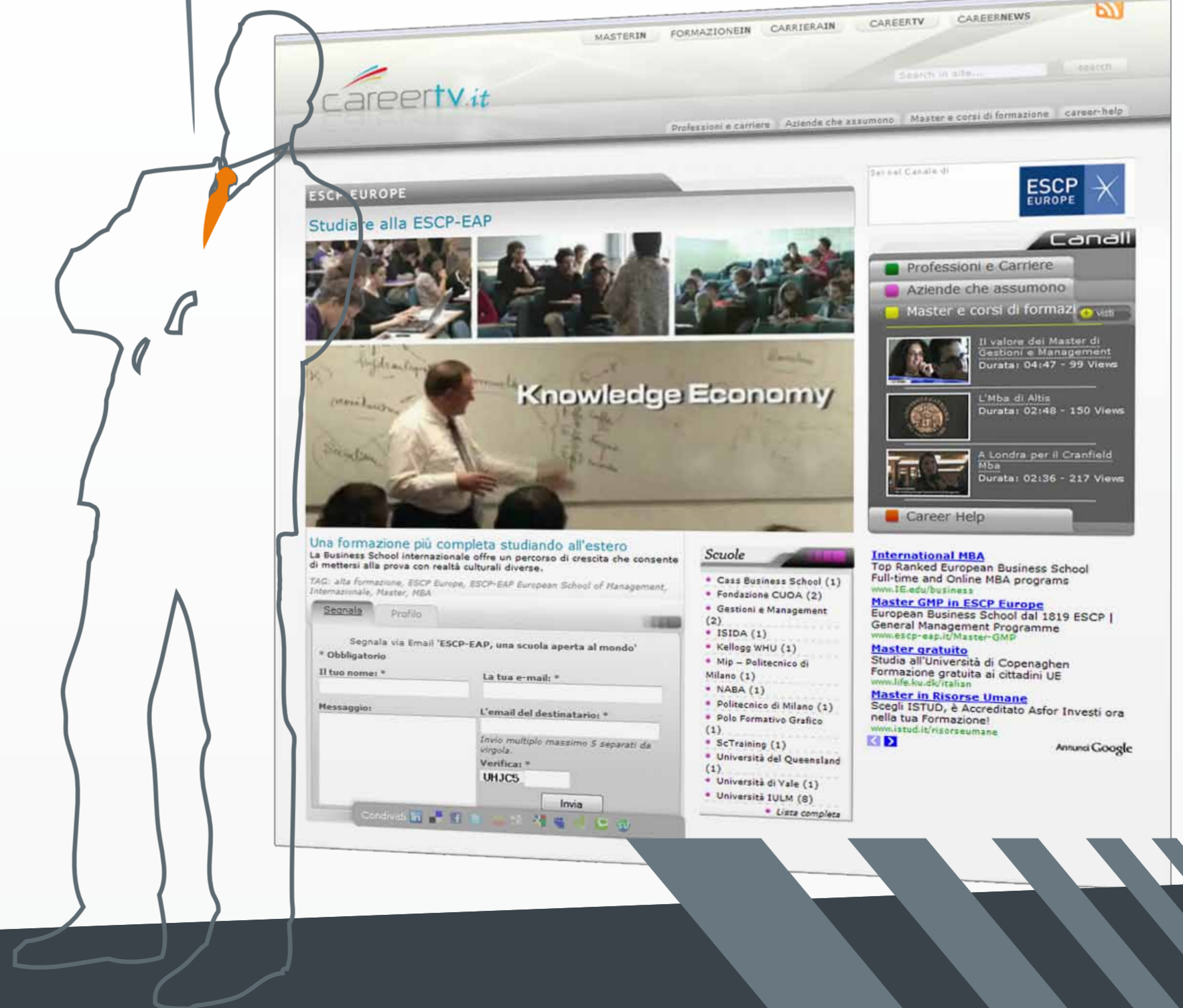
The realization of an **effective video**, which can carry the message through images, language and the most suitable contents, guarantees a successful communication towards the target required.

Mercurius Network gives aid to the Training Center in the tricky step of distribution of the video thanks to its **CareerClip** division.

The distribution management

Careerclip supports the customer in the distribution of its videos both through Mercurius Network's websites and in the selection of the most suitable channels (dedicated websites, social medias, etc).

A **platform** expressly developed for the management of **statistics** allows a steady monitoring of the video displays.



 formazionein.it

 carrierain.it

 careernews.it

 careertv.it

“ The Marketing Department will realize with you the communication plan which best adapts to your demands. ”


 masterin.it

Contact us:

Mercurius Network S.r.l.

via Valperga Caluso, 30 - 10125 Torino
tel. 011-669.30.54 fax 011-669.26.25

www.mercuriusnet.it
marketing@mercurius.it

 powered by
mercurius