

Advertising with the ICEF Podcast





A poll of highly engaged podcast listeners found that the majority of listeners have a **positive** attitude towards podcast ads.

70% have considered a new product or service as a result of hearing a podcast ad

44% think more positively about companies that advertise on the podcasts they regularly listen to

37% say podcasts are the best way for an advertiser to reach them

44% agree that they pay more attention to advertising on podcasts than other media

About the ICEF Podcast

The ICEF Podcast series, made by and for global student mobility professionals, feature a monthly discussion around important issues that affect the international student recruitment industry.

In an easy-to-digest format, industry experts:

- Highlight recent industry news & developments
- Have an in-depth discussion on the main topic
- Discuss a specific study destination or student sending country in “keys to the market”

The screenshot shows the ICEF Podcast player interface. On the left is a promotional image for the February '23 episode, sponsored by FAIR FUTURE and MK STUDY CENTRE. The main player area shows the episode title 'How ChatGPT affects the future of international education' with a play button and a progress bar at 08:00 of 49:13. Below the player is a table of episode listings:

E41	How ChatGPT affects the future of international education	49:13
E40	Exploring the synergies between online learning and international education	55:40
E39	Special Episode: Scholarships: the missing piece of your international student rec...	51:11
E38	Dec '22 • Agent Aggregators: four industry perspectives	01:02:58
E37	Nov '22 • Digital Transformation in International Education	57:35
E36	Oct '22 • Are the traditional 'student corridors' under pressure? How global events...	44:06

Recent sponsors






Tony Chen (HSBC)



The ICEF Podcast allowed us to properly introduce the services that we have available for international students, and have a discussion about them towards an audience of industry professionals worldwide.

ICEF Podcast • Sponsorship exposure

 Audio	 ICEF Monitor	 Visual
<ul style="list-style-type: none"> • Sponsor guest speaker invited to join episode. <i>(For special episode podcast sponsorship only)</i> • Dedicated section that features your organisation, product, programme. • Sponsor announcement (soundbite + voice over) at start and end of podcast episode. 	<ul style="list-style-type: none"> • Episode covered in dedicated article on ICEF Monitor, the leading source of market intelligence for international student recruitment with 65,000+ monthly visitors. • Episode announced in ICEF Monitor weekly newsletter with a subscriber base of over 38,000 educators, agents and other industry stakeholders. 	<ul style="list-style-type: none"> • Episode including sponsor logo published on main podcast platforms Spotify, Apple, Simplecast, Google. • Episode including sponsor logo listed on ICEF Podcast webpage icef.com/podcast/. • Email announcement including sponsor logo sent to ICEF's global network of 60,000+ industry decision makers. • Episode and sponsor logo featured on ICEF team email signature promotional banners for 1 week. • Episode promoted across all ICEF social media channels.





Global audience

Top 5 countries: USA, Canada, Australia, UK, India



1,000 +

Average Download (within first 30 days)



No. 1

Podcast in intl' education

[Listen to the ICEF Podcast](#)

ICEF Podcast • Sponsorship

Join the conversation! A unique way to promote your organisation. Each Podcast episode offers 2 sponsor spots: **Main Sponsor** & **Keys to the Market** sponsor. In addition to the explore listed on the previous page, sponsors are featured within the episode as follows:

1 Main topic sponsor

- Announced at the start of the episode (organisation name + tagline)
- Featured in a **2-minute** 'message from our main sponsor', positioned right after the episode's **main topic**.
- Featured at the end of the episode: organisation + website and contact

Main topic
sponsor

€2,500

2 'Keys to The Market' sponsor

- Announced at the start of the episode (organisation name)
- Featured in a **1-minute clip** played directly **before** the **keys to the market section**
- Featured at the end of the episode: organisation + website and contact

Ideal for any agency, school or service provider that is related to the country being discussed in this section.

'Keys to The
Market' sponsor

€950

★ Special episode podcast

- Tailor-made and exclusive podcast developed on a mutually agreed theme or topic
- **"Join the conversation"** with a thought leadership speaking opportunity
- Promote your products and services in the format of an interview with the host

Available On-Demand

Special episode
podcast

€4,500



Elizabeth Cox (Basecamp Student)



As a rapidly growing student housing provider (PBSA) it is important for Basecamp to create awareness in the international student segment. The ICEF Podcast gave us the opportunity to tell our story and introduce our brand to decision makers across the study destinations where we offer our accommodation or are planning new properties.



Contact us



Email: podcast@icef.com

Tell us your objectives and we will help you plan a campaign using the most cost-effective options to achieve your goals!