



AN OMANI STUDENT'S TRUSTWORTHY RESOURCE

YOUR
DECISION,
YOUR
FUTURE

Magazine Spring & Summer 2020

2020 MEDIA KIT

PROFILE - YDYF MAGAZINE

Your Decision, Your Future (YDYF) is a bilingual publication (Arabic and English) that puts together a well-researched and curated content content, which allows thousands of Omani school students to make well-informed decisions on higher education.

The exhaustive content, compiled and written under the guidance of staff members from the Oman Ministry of Higher Education and Ministry of Education, provides an exclusive and more detailed insight into choices of seats, internal and external scholarships, grants, eligible undergraduate degrees courses/majors, and recommended Higher Education Institutions in the Sultanate and overseas.

YOUR DECISION, YOUR FUTURE (YDYF) MAGAZINE: DIGITAL EDITION (MAY 2020)

This year, YDYF magazine will be bringing out a theme-based edition with a focus on specific topics such as encouraging students to explore all study destinations and courses, including the conventional and unconventional ones, and expand their world view. The issue will also throw the spotlight on needs of the main sectors as highlighted by Tanfeedh apart from focusing on encouraging students to fortify not only their English language skills but also widen their knowledge base by learning other languages. We will also touch upon topics of student conduct overseas, and staying safe, among other things.

THE YOUR DECISION, YOUR FUTURE (YDYF) WEBSITE APPLICATION (WEB APP - SUMMER 2020)

The web-based app is a digital extension of our endeavour to support young people to make informed decisions using reliable and trustworthy online sources. The app has been designed as a definitive guide to steer Omani students in grade 10/year 11 - grade 12/year 13 towards pragmatic higher education choices, especially in areas of study that are best suited to their interests, capabilities, and career aspirations. All information in the app will be curated by experts and officials in higher education and will be vetted for accuracy to ensure that students are provided only with credible information. Great care has been taken to make the app's interface user-friendly, making it easy to access and read through. Recommended Higher Education Institutions will be able to create content (advertorials) for the app.

Thousands of Omani students in grade 10/year 11 - grade 12/year 13 will be able to access the Your Decision, Your Future Web App, that will prove to be a valuable resource, especially when mulling crucial decisions. The app will be available on the web browser and also as an app (on android devices) and will employ user-friendly interfaces, which will be digitally innovative and in tune with today's latest technology. Students will be able navigate comprehensive information on everything ranging from scholarships, application procedures and timelines to courses, countries, guidance, expert advice and links to useful websites. Higher Education Institutions and other entities will be able to use this platform to reach out to students by positioning informative advertorials, and linked or embedded videos, which will act as a virtual portal to the universities.

OMAN GOVERNMENT APPROVED

The Your Decision, Your Future (YDYF) Magazine and the website application are under the auspices of the YDYF National Awareness campaign run by the Oman Ministry of Higher Education and Ministry of Education. This gives the publication and the app 'the' unique position of commanding an expansive reach to the student.

TARGET AUDIENCE: OMANI SCHOOL STUDENTS, PARENTS AND COUNSELLORS

The publication and the web app will be accessible to thousands of students currently in grade 10/year 11 - grade 12/year 13 as it will be uploaded to the websites and social media pages of the Ministry of Higher Education (mohe.gov.om), Ministry of Education (moe.gov.om) and Higher Education Admissions Center (heac.gov.om) which will be accessed by all scholarship applicants. The YDYF campaign committee will send a text and whatsapp message to all undergraduate scholarship applicants. A copy of the print edition will be circulated to careers advisors in schools in the Sultanate and put on display at the public services department, Ministry of Higher Education.

PUBLICATION DATE: MAY - AUGUST 2020

The sixth edition of the publication will be launched prior to the final school examinations, while Omani students will serve as supplement to the scholarship application handbook and will exclusively list all Higher Education Institutions by the type of scholarship that they have been approved for and include answers to frequently asked questions about all types of scholarships. We will also include country profiles and provide prospective scholarship applicants with more information about the geographical location of recommended institutions in Oman and overseas. The YDYF Web App will be launched in the Summer 2020.

CIRCULATION: PRINT AND DIGITAL EDITION

We aim to print a limited number of copies (print edition) which will be circulated to all careers advisors in Oman. Apart from that an electronic version that will be uploaded to the websites of the Higher Education Admissions Center, Ministry of Higher Education and Ministry of Education, it will be advertised via relevant social media platforms, local print media, text messages and Whatsapp (a message with link to the publication will be sent to all the careers advisors in the country).

PRINTER & PUBLISHER: UNITED MEDIA SERVICES

United Media Services (UMS) in the Sultanate of Oman – under the supervision of YDYF campaign committee and managing editors. The intellectual copyright of both publications remain with the founder.

ADVERTISING IN YDYF MAGAZINE AND THE YOUR DECISION, YOUR FUTURE WEB APP

United Media Services (umsoman.com) will be in charge under supervision of the Your Decision, Your Future Campaign Committee and the project managers. The publication and the web are externally funded projects and advertisement revenues will be used to cover the cost of production, while an advertorial may raise the profile of the recommended institutions and study destinations and will help students make more well-informed decisions in view of ranking their preferences (programmes, destinations and institutions).

Only Higher Education Institutions recommended for at least one of the undergraduate scholarship schemes are able to place an advertisement (preferably an advertorial, see more details below) and/or other third parties offering relevant services – e.g. foundation programme or English language test providers.

Contact persons:

Mr Avi Titus (Marketing in charge)

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Ms Sarah Al Hadabi & Bregje van Baaren

(review of the content of advertorials as content has to be aligned with the needs of the target audience).

Project Managers, Bregje is the Creative Lead & Developer of Magazine concept and

Sarah is the Project Manager of the Arabic content

Emails: bregje@mohe.gov.om or ydyf@mohe.gov.om or sara.alhadabi@mohe.gov.om

Please use the following links to refer to Your Decision, Your Future 2019 latest edition magazine.

ydyfmagazine.com (in case you are not able to open this link, please inform Mr Avi who will send you the magazine in PDF-format)

Advertisement Tariffs 2020 - payments via bank transfer to United Media Services (see details below). Following are the special rates for your valuable participation

Publication and Web App: Your Decision, Your Future

Magazine trim size: 297 mm x 210 mm (H x W)

Advertisement Specifications / Rates	Size	Card Rate (RO)	Special Discount after Discount (RO)	Net Payable in US Dollars
Double spread – Non bleed (<i>Gutter 20 mm</i>)	277mm x 400mm	1,650	900	2,596
Double spread – Bleed (<i>Logo & text area 283 x 406mm + gutter 20 mm</i>)	303mm x 426mm	1,650	900	2,596
Full page – Non bleed	277mm x 190mm	1,000	500	1,299
Full page – Bleed (<i>Logo & text area 283 x 196mm</i>)	303mm x 216mm	1,000	500	1,299
Half Page – Horizontal	125mm x 190mm	700	350	909
Half Page – Vertical	277mm x 90mm	700	350	909
Quarter Page	125mm x 90mm	550	200	520
PREMIUM POSITIONS				
Inside (Front / Back) Cover (English / Arabic)	(Non bleed / bleed)	2,000	1,000	2,596
Advertorial Full Page			500	1,299
Digital in-app video: Maximum 3-4 minutes			350	909.10
In-app Banner			200	
In-app Banner plus content (ad)			300	
2 Full Page Advertorial			800	
SPONSORSHIP OFFERS				
POWERED BY SPONSORS				
5 page advertorial including visuals designed by professionals (YDYF in AR and EN sections), banner, video (web app), referred to as main sponsor (powered by...)				
PACKAGE OFFER: OMR 5,500				
LEAD SPONSORS				
3 page advertorial including visuals designed by professionals (YDYF AR and EN sections), banner (plus information) and video or video (web app), referred to as LEAD SPONSOR				
PACKAGE OFFER: OMR 4,000				
ASSOCIATE SPONSORS				
2 page advertorial in both EN and AR sections YDYF with visuals and designed by professionals, banner on web app plus text (advertorial)				
PACKAGE OFFER: OMR 1,500				
SUPPORT SPONSORS				
1 page advertorial, banner on web app plus advertorial				
PACKAGE OFFER: OMR 1,000				

Artwork Deadline YDYF Magazine: May 3, 2020.

The YDYF Web App material Deadline: July 1, 2020