



philox.eu
Connecting European students

Content:

Philox.eu is a community website for students that study in Europe, or want to study in Europe. Philox is mostly used by students that are planning a study abroad or are just curious about exploring student life outside their home county. On Philox they can meet students from all over Europe and make friends. The website is comparable to Facebook or MySpace, only it is not focused at connecting with your friends, but at making new friends outside your home county. Students help each other with finding accommodation, an internship or work abroad.

Besides the inside-information the students on Philox provide each other with, Philox also provides a link portal for information and tips about studying/career and some very useful student tools.

Advertising audience:

Target audience:

Highly educated students throughout Europe

Survey:

Philox members are interested in studying abroad and meeting different cultures. A survey we held showed that most of our members had joined Philox to meet other students or to get help with study, internships, accommodation or work.

Geographic reach:

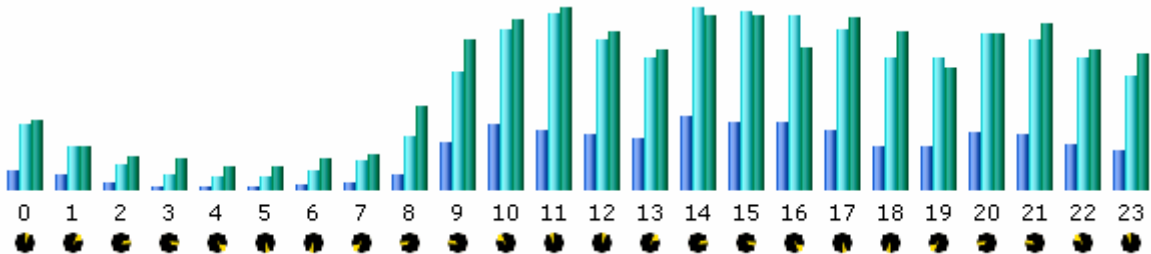
Philox's users come from **all over Europe**. The variation in students from western, central and eastern Europe is visible in our country top 10:

1. Netherlands
2. Portugal
3. Spain
4. Russia
5. Italy
6. Hungary
7. France
8. Bulgaria
9. Belgium
10. Poland



Traffic January – December 2007:

Registered members: 12.000
Visits: 118.554
Pageviews: 7.411.528
Hits: 24.093.493
Popular hours:



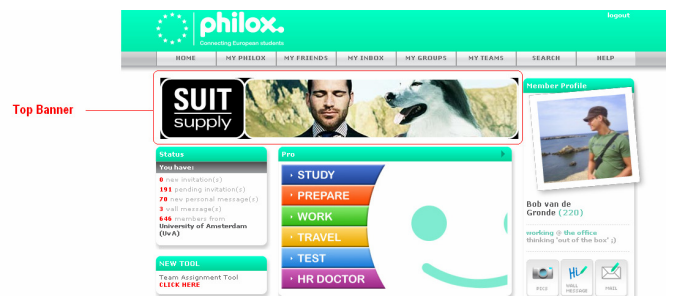
Banner advertising:

Position

We provide a 'Top Banner' (see example).
Banners of our advertisers rotate on every page of Philox.

Size

Width: 585px
Height: 100px



Newsletter advertising:

We send out a newsletter on a weekly basis. You can advertise your product or service via our newsletter. Only products or services that are somehow relevant for our users can be included in the newsletter.

There are two ways to promote your business in our newsletter:

1. Advertisement

Your creative will be placed alongside the text of the newsletter.

Size

Width: 200px
Height: 250px



2. **Advertorial**

Write an article about your product or service. An advertorial is an advertisement written in the form of an objective opinion editorial, and is usually designed to look like a legitimate and independent news story. Your advertorial will be merged within our news.

Size:

Max. 200 words

[Permanent link placement in links section](#)

Position:

We provide section of useful links for students in our link portal called 'Philox pro'.

[Contact:](#)

For more information and prizes:

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