

Women and Business From Around the Globe

Graduate
Management
Admission
Council™

GMAC™ Connect reaches over **4.6M women** visitors across the globe interested in business education, ready to connect with schools just like yours.



Combine the reach of **GMAC™ Media**, **The MBA Tour™**, and **GMASS™** to meet your recruitment goals. Our custom suite of engagement solutions can help you connect with the largest pool of qualified women candidates considering an MBA or Business Master's degree.



GMAC Media Solutions

GMAC Media Solutions is the largest and fastest-growing collective of digital solutions engaging with prospective students at every stage of the application journey, from consideration to application.

GMAC MEDIA SOLUTIONS

Develop a highly-targeted digital campaign, optimized to reach the most qualified, global pool of women candidates across the media industry.



Written/video content



E-Blasts



BB & GMAC Newsletters



Webinars



Candidate Guide Sponsorship



Live Social Events



Digital Display Advertising



Social Media



Business Because series of women-focused articles in late 2021 received a higher than average women readership, from 66% to nearly 80%.

WOMEN-FOCUSED IMPACT

400%

YoY growth of the dedicated Women in Business section on mba.com

22%

YoY growth of female audience on Business Because in 2021

35%

growth driven by 18-24 year-old women on BusinessBecause.com in 2021

44%

of mba.com users are women

36%

of mba.com women users provided their contact information



GMASS

200,000 women candidates within the GMASS database (48% of the total candidate pool) have raised their hands and said they are interested in hearing from schools like you today. This is a unique opportunity to connect with highly-engaged women interested in business education.

GMASS SOLUTIONS

With over 2,000 unique combinations of search parameters using more than 30 categories, you can target your audience with precision to fit your recruiting and marketing needs.



Daily Updates
The GMASS global database is updated daily to ensure you always receive the most recent leads.

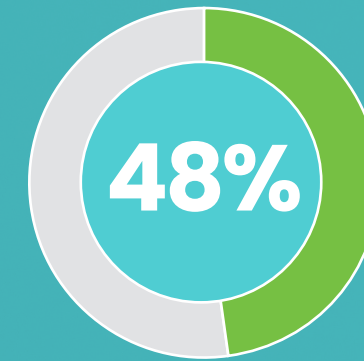


Recurring Searches This automated capability is easy to set up and makes sure you never miss a potential candidate. Plus there's a feature to set your budget limit.

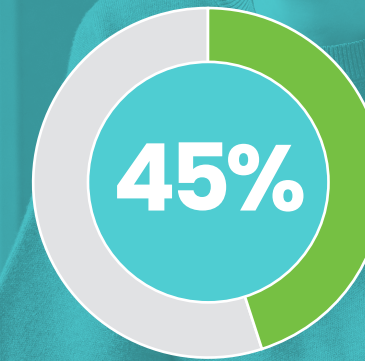


Custom Searches
We offer free support to help you customize your searches and get the most out of our platform.

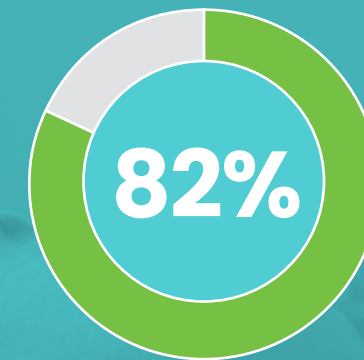
GMASS FEMALE AUDIENCE



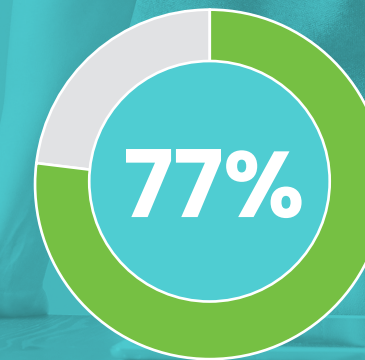
of candidates in the GMASS database are women



of the women in the GMASS database are under 25 years old



of the women in the GMASS database are interested in a full-time program



of the women in the GMASS database want an on-campus experience

The MBA Tour

More than **20,000 women registered** for events in 2021 and early 2022. Attending a virtual or in-person event is a great opportunity to connect with women from around the globe who want to hear more about your programs.

THE MBA TOUR AUDIENCE

2021 Tours
Summer/Fall

42%

of tour registrants were women

60%

of women who registered were interested in an MBA

2022 Tours
In-Person Events

50%

of our Spring In-Person registrants and attendees were women

Spotlight Events

41%

who attended an event were women

THE MBA TOUR SOLUTIONS

The tours, virtual and in-person, offer a variety of features to help you reach, meet, and engage with highly-qualified women candidates that match your recruitment needs.

Soft Skills Workshops:



Make personal connections with one-on-one resume reviews and mock interviews



Meet-Ups:

Get matched with small groups of high-potential candidates



Keynotes, Panels, & Mba Talks:

Boost your presence with a topic-driven talk



Post-event Leads:

Create tailored messages targeted to women who attended the tour

On average, 49% of attendees said they are considering schools that they had not explored before the tour.

The tours present a wide range of solutions that meet your recruitment goals and facilitate impactful engagements with potential candidates. Contact us at gmacconnect@gmac.com to learn more.



The MBA Tour Spotlight Events

The MBA Tour Spotlight Series offer new and innovative themed events that complement the traditional MBA tours, reach niche candidate segments, and diversify the future of the business world. **In 2021 alone, over 5,000 women registered for one or more of these events.**

THE MBA TOUR SPOTLIGHT EVENTS FEMALE PRESENCE

Women in Business

1,000

women candidates registered

Study in Europe Master's Tour

44%

of the registrants were women

Black and Latinx MBAs

49%

of the registrants were women

Black, Hispanic, and Indigenous MBAs

51%

of the registrants were women

★
Most of the female candidates who attended an event said they were ready to start a program in 2022 and 2023.

THE MBA TOUR SPOTLIGHT ON WOMEN IN BUSINESS

This initiative allows you to showcase resources available to women in graduate management education. This event highlights program offerings, scholarships, and career opportunities that are actively promoting Diversity, Equity, and Inclusion initiatives to support this group.



I feel more confident being surrounded by so many women who are interested in business like me."

— MBA Tour Attendee





For more information visit [gmac.com/connect](https://www.gmac.com/connect)

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