

# Women and Business From Around the Globe

Graduate  
Management  
Admission  
Council™

GMAC™ Connect reaches over **4.2M women** visitors across the globe interested in business education, ready to connect with schools just like yours.



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Combine the reach of **GMAC™ Media**, **GMAC™ Tours**, and **GradSelect** 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

# 29%

YoY growth of female audience on Business Because in 2022

# 44%

growth driven by 18-24 year-old women on BusinessBecause.com in 2022

# 44%

of mba.com users are women

# 43%

of mba.com women users provided their contact information



# GradSelect Search Service

**203,000 women candidates** within the GradSelect 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.

## GRADSELECT 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 GradSelect global database is updated daily to ensure you always receive the most recent leads.



### Recurring Searches

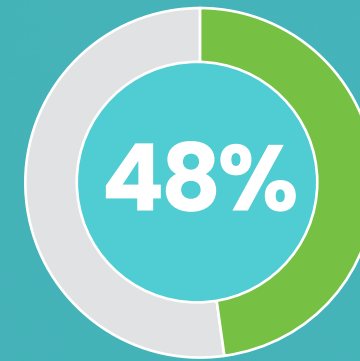
This automated capability is easy to set up and makes sure you never miss a potential candidate. Plus there's a feature to set your budget limit.



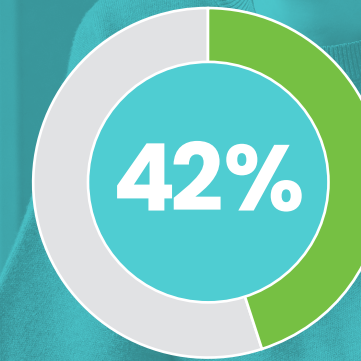
### Custom Searches

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

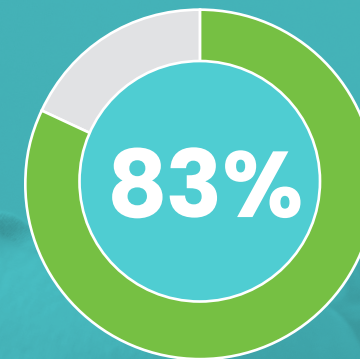
## GRADSELECT FEMALE AUDIENCE



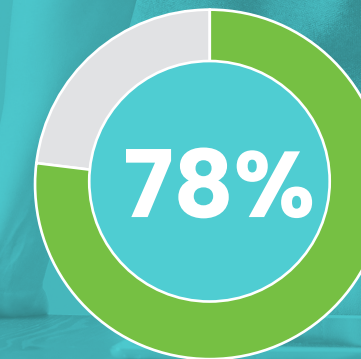
of candidates in the GradSelect database are women



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



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



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

# GMAC™ Tours

More than **26,700 women registered** for events in 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 GMAC TOURS AUDIENCE

**2022 Tours**  
Summer/Fall

**49%**

of tour registrants were women

**52%**

of women who registered were interested in an MBA

**2022 Tours**  
In-Person Events

**47%**

of our Summer In-Person registrants and attendees were women

**Spotlight Events**

**68%**

who attended an event were women

## THE GMAC™ TOURS 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.

On average, 74% of attendees said they are considering schools that they had not explored before the tour.



# The GMAC™ Tours Spotlight Events

The GMAC™ Tours 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 2022 alone, over 2,500 women registered for one or more of these events.**

## THE GMAC™ TOURS SPOTLIGHT EVENTS FEMALE PRESENCE

**1,400+**

women candidates registered

**44%**

of Spotlight on Black, Hispanic and Indigenous MBAs were women

**46%**

of Spotlight on Degrees for Working Professionals were women

**96%**

of Spotlight on Women in Business were women

★  
Most of the female candidates who attended an event said they were ready to start a program in 2023 and 2024.

## THE GMAC™ TOURS 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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