

Marina Haydn
Circulation Director
Continental Europe
The Economist

March 7th 2012

Recommendation for International Student Identity Card (ISIC)

Since 2010, *The Economist* and ISIC are continuously developing campaigns to facilitate students' access to high quality information offered through *The Economist*. This collaboration has proven beneficial for both parties, with ISIC offering *The Economist* direct access to universities and students, through their dynamic communication channels and the international student market. We welcome the on-going efforts of the ISIC Association and its issuing members to increase opportunities for students – holders of the ISIC card – to gain access to travel, education, information and other student benefits helping them throughout their entire student career.

Our experience collaborating with ISIC has been very positive, with the organisation representing a professional and dynamic approach and playing a leading position in the student market.

Yours sincerely,



Marina Haydn