



braingainmag.com

Explore. Dream. Discover

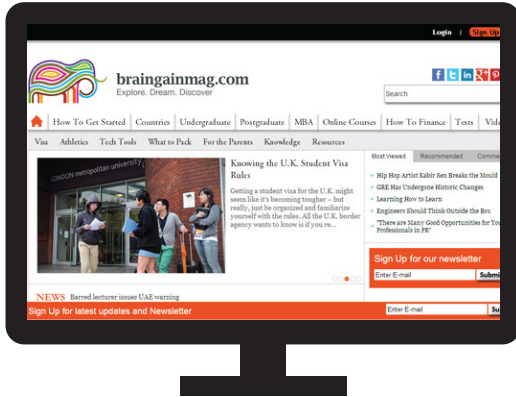
MEDIA KIT





braingainmag.com

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BrainGain Magazine (www.braingainmag.com) is the leading Study Abroad magazine for students, their parents, and mid-career professionals in India & South Asia.

- We create sticky content across our main website as well as our social media channels for students
- www.braingainmag.com has a highly targeted audience to compliment advertising initiative focused on youth and working professionals

Contact

Advertising Sales

Pavan Bhasin

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AT A GLANCE

Launched	2010
Target Audience	16 -25 yrs

TRAFFIC

India	200+ cities
Pakistan	25 cities
Sri Lanka	7 cities
Globally	80+ countries

METRICS

Visits	10 million
Student Database	250,000+
University Scholarship Listing	650

5 Ways We help colleges and universities....

1. Understand student behaviour
2. Increase visibility
3. Drive recruitment
4. Improve enrollment
5. A highly targeted way to reach students across India and South Asia



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Coming soon: applications for smartphones and tabs.

Customized packages can include

Online Branding

- Digital Media Advertising (videos, banner ads, photos, social media, lead generation campaigns, email marketing, newsletters)
- Moderated online chat sessions with prospective students and parents / Webinar
- Event Listings
- Advertorials
- Competition for students
- Social Media promotions

Offline Branding

- Customized recruitment events
- Informational sessions

www.braingainmag.com is available online and on social media



E- Newsletter

Our database of 250,000+ receives regular updates on education through periodic Newsletters



BRAINGAIN MAGAZINE'S OFFERINGS

We offer various services and platform with the objective to increase awareness of the client's offering and content driven lead generation using BrainGain Magazine's various platforms. The proposal can be customized as per your requirement using the below mentioned platforms.

ITEM	DETAILS	Cost Per Month In INR	Cost for 3 Months In INR (10% Discount)	Cost for 6 Months In INR (15% Discount)	Cost for 12 Months In INR (25% Discount)
ROTATIONAL BANNER ADVERTISEMENTS*	<ul style="list-style-type: none">• Rotational banner advertisements on www.braingainmag.com in the Home Page Right Panel below Login/Signup• Click through to desired website• 300 x 300 pixels• Clicks and impressions tracked through our banner management system	32,500	87,750	1,65,750	2,92,500
NEWSLETTER INCLUSIONS*	<ul style="list-style-type: none">• Inclusion of client's banner* in BrainGain Magazine's e-Newsletter which goes out on a weekly basis to our database of 250,000 users in the 16 to 24 years age group.	65,000 Per Mailer	1,75,500 for 3 Mailers	3,31,500 for 6 Mailers	5,85,000 for 12 Mailers
DEDICATED NEWSLETTER*	<ul style="list-style-type: none">• Dedicated newsletter / promotional email as required by client to our database of 250,000 users in the 16 to 24 years age group	97,500 Per Mailer	2,63,250 for 3 Mailers	4,77,750 for 6 Mailers	8,77,500 for 12 Mailers



<p>BLOG POSTS*</p>	<ul style="list-style-type: none"> • Blog posts of 500 words hosted on BrainGain Magazine’s blog, blog.braingainmag.com 	<p>6,500</p>	<p>17,550</p>	<p>33,150</p>	<p>58,500</p>
<p>SPONSORED CONTENT / NATIVE ADVERTISING</p>	<ul style="list-style-type: none"> • Hosted on www.braingainmag.com • Articles of 500 words each provided by client on university offerings on approval of BrainGain Magazine editorial team. 	<p>16,250</p>	<p>43,875</p>	<p>82,875</p>	<p>1,46,250</p>
<p>SOCIAL MEDIA PROMOTION*</p>	<ul style="list-style-type: none"> • Promotion on Facebook – 15 Post / Month • Promotion on Twitter – 15 Post / Month 	<p>32,500</p>	<p>87,750</p>	<p>1,65,750</p>	<p>2,92,500</p>
<p>PROMOTIONAL VIDEOS</p>	<ul style="list-style-type: none"> • Producing promotional videos. • As a media company, we have an in-house editorial team, design team and video team, with the capabilities to create compelling and engaging content, including story boarding, scripting, shooting and editing videos of all natures • With BrainGain Magazine, India’s largest study abroad magazine, we have a deep understanding of the study abroad sector in India and understand the 	<p>One video 4 minutes long. To be shot in New Delhi over three days. If longer then additional cost and any other location travel cost as on actual. 3,90,000 per video</p>			



	<p>nuances that go behind the decision-making process when Indian students/parents consider study abroad options</p> <p>Links to some of the videos that we have produced:</p> <p>Nagina Singh, Alumnus of Charles Stuart University</p> <p>Suhail Chandhok, Alumnus of University of Adelaide</p> <p>Karishma Boolani, Alumnus of Bond University and University of Melbourne</p> <p>BrainGain Magazine's Breakfast Roundtable at One Globe 2014</p>				
<p>ONE GLOBE FORUM TO BE HELD TENTATIVELY ON 2nd & 3rd FEBRUARY 2018 At NEW DELHI</p>	<ul style="list-style-type: none"> ● Access to the two-day annual forum. ● Invite to Speakers only dinner ● Speaker at the Breakfast Roundtable for School Principals and Educators ● Speaking opportunity at the student session ● Table to display information and interact with attendees. 	<p>1,30,000</p>			<p>Free if sign up for one year marketing campaign</p>

* Content to be provided by client (BrainGain Magazine can custom create, but this will be chargeable)

(Please note: The rates mentioned above exclude 15% Service Tax)



www.braingainmag.com takes no responsibility for adverts that have been incorrectly supplied – the file content and other provided material is the responsibility of the sender.

Advertising Policy

- www.braingainmag.com has final approval for all advertisements across all its publishing platforms
- www.braingainmag.com reserves the right to remove any advertisement at anytime for any reason

Supplying Artwork

Client Guidelines

Please follow the guidelines below, while providing us your advertising content.

- Acceptable file types are: PNG, JPEG or GIF with a max initial download weight of 80kb
- Sizes for leaderboards is 728 x 90, Square Panel Top, Middle, Bottom (300x300). Rectangular Panel Top, Middle, Bottom (300x250) Skyscraper is 120 x 600, footer units is 728 x 90, Top header is 290x60
- SWF files require submission of a backup GIF and landing URL
- Custom HTML, JavaScript snippets and third-party ad tags are also accepted as an alternative to files
- 15 second looping or 3 loops, whichever comes first
- User must initiate sound; video can auto- load
- A Landing URL
- Video or Podcast / Audio Feature require embeddable code or link to any major hosting provider, or an mpeg-4 or mp3 file