



BBA



Advertising Opportunities

ManagementParadise.com

- ❑ We are the LinkedIn for Business students.
- ❑ Among top 15 educational portals in India according to Alexa rankings.
- ❑ Over 6 million visitors and 12 million page views from 204 countries last year.
- ❑ Over 450k user discussions from 200k topics since inception
- ❑ 6,25,000 + members growing at the rate of 3000 members per week
- ❑ Founded in 2004 as a teenager and pursued it part time along with MBA until 2009 and full time since then.

Associate with
Management
Paradise.com

The
World's
Leading
Management
Education
Focused Social
Learning
Community
Platform

And its Network!



Right Here. Right Now.

Founded in 2004, with a vision to revolutionize management education, Management Paradise has grown to nurture the largest **Management Education** community in India. Our community has reached a total membership of about **6,00,000 students, influential professors, alumni and business leaders** who all have a strong affinity with the community.

At ManagementParadise.com our members can ...

- Professionally Network and Socialize**
... amongst people with similar interests; receive updates and comment on friends recent activities
- Refer to Projects and Case Studies**
... uploaded by other users that can help save time and give access to a knowledge repository of a wide range of subjects.
- Solve Management Queries**
... by asking them in the community or solve others' queries based on individual expertise.
- Watch Educational Videos**
... that cover a huge variety of management education videos uploaded or shared by the members.
- Search for Jobs**
... related to individual's skills and experience; members can also post job descriptions for their own businesses.

The ManagementParadise.com Empire

Upcoming Managers (BMS), Media professionals (BMM), Bankers and Insurance professionals (BBI), Accounting and Finance professionals (BAF) and Future guru's of the Financial Markets (BFM), your prayers have finally been answered!

Here's presenting the 5 amazing study partners for your undergraduate level degree courses:



These websites provide guidance for your academic doubts, exam related woes, help you in developing a personality outside the world of academics and provide appropriate guidance for further career related dilemma's that you may have.

With everything available on a single web portal, your complete degree buddy is now just a 'Click' away!

Our Upcoming Ventures



Audience Overview

Feb 1, 2008 - Sep 30, 2015

Email Export Add to Dashboard Shortcut

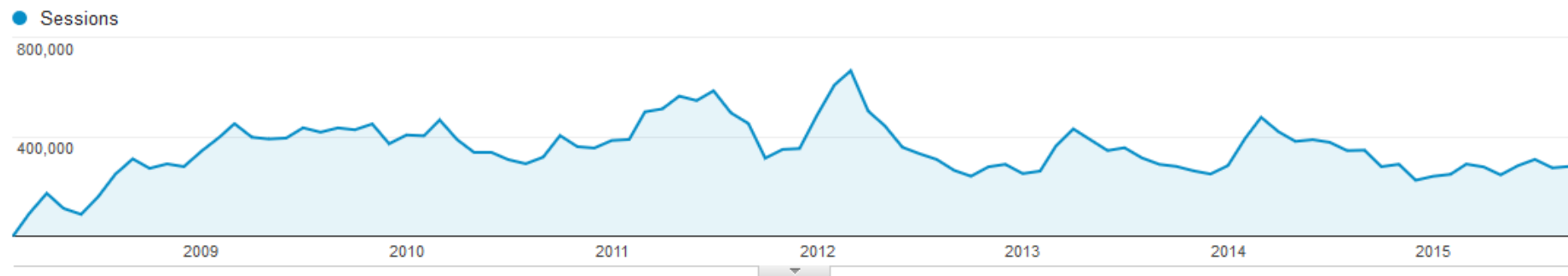


+ Add Segment

Overview

Sessions vs. Select a metric

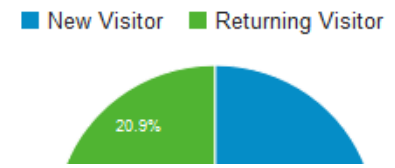
Hourly Day Week Month



Sessions
31,968,778

Users
25,223,578

Pageviews
91,627,938



Analytics Snapshot from 2008 to 2015

How You Can Leverage Your Brand on Management Paradise?

- ❑ Advertorials
- ❑ Brand Mailer
- ❑ Advertisements
- ❑ Social Media
- ❑ Contests
- ❑ Co-Branded Offline Efforts

Best Summer Internship Experience Contest



The banner features a row of 18 silhouettes of people in professional attire. The background is light blue with a subtle cityscape pattern. The text is primarily in white and black, with red accents for emphasis and pricing.

MANAGEMENT PARADISE.COM & flipkart.com PRESENTS

PRIZES WORTH OVER ₹ 2,00,000/-

BEST SUMMER INTERNSHIP EXPERIENCE CONTEST
" CHANAKYA SPEAKS "

POWERED BY :  **KNOWLEDGE PARTNERS :**   **MERCHANDISE PARTNERS :**  

[Click here to know more](#)

Contest Engagements for your brand

Media Partnering for your events



What is StockMIND? >

How to Register? >

Rules >

Partners

TV Partner:



Magazine Partner:



Publicity Partner:



Online Partner:



Past Associations With The Leaders

- ❑ IIM A, B, C, K, L I, M, R
- ❑ Welingkar Institute of Management
- ❑ S.I.E.S
- ❑ XIME
- ❑ NMIMS
- ❑ IIT Bombay E-cell
- ❑ Yes Bank Case Study Competition
- ❑ TedxIPS Indore
- ❑ Tedx MICA
- ❑ Mobile Camp In
- ❑ Tie Summit
- ❑ YourStory. In Entrepreneurship Summit
- ❑ IIT Kharagpur E-Summit
- ❑ ICICI Stock Mind etc etc etc



... and many more

Future Plans with your brand



- An Extensive plan to disseminate more than 100 k CD's to guide students by 2016 - 17 Q1 end.

Monetization	Price (Exclusive of S.tax)
Cover Branding*	15, 00, 000
Internal Title Branding*	12, 00, 000
Section Branding	7, 00, 000

- ❑ Mumbai's Largest BMS community focused website.
- ❑ Reach in 100 BMS colleges
- ❑ BMS Academic Excellence Awards 2013
- ❑ BMS.co.in Job Fair 2013
- ❑ Management Paradise Academic Excellence Awards 2015

Audience Overview

Dec 1, 2013 - Sep 30, 2015

Email Export Add to Dashboard Shortcut

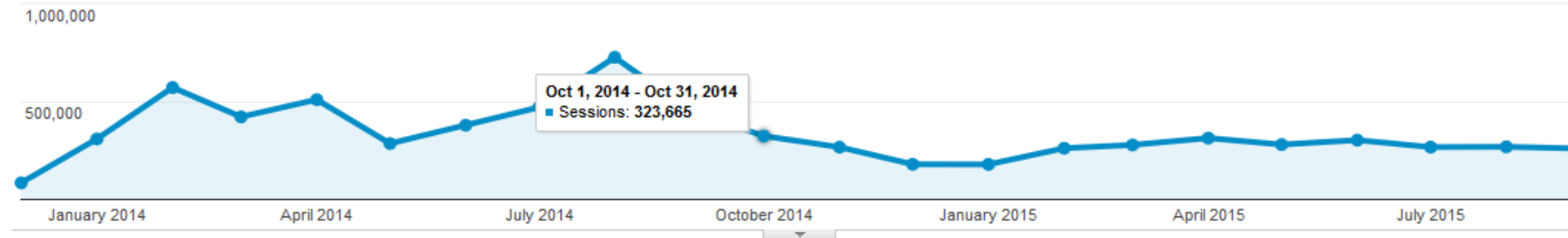


Overview

Sessions vs. Select a metric

Hourly Day Week Month

Sessions



Sessions
7,386,030

Users
5,845,822

Pageviews
12,182,494

New Visitor Returning Visitor



BMS.co.in Analytics Snap Shot

BMS Academic Excellence Awards 2013

- **Date & Venue:** March 15, 2013 – We School, Mumbai
- **Student Coverage:** Toppers from the BMS stream
- **Number of toppers attended the event:** 92
- **Number of total attendees:** 300
- **Community Reach:** 18,000
- **Media Associations:** Nil
- **Celebrity Presence:** Nil



WeSchool Institute Deans felicitating BMS toppers

BMS Academic Excellence Awards 2013

- **Date & Venue:** August 10, 2013 – IBS, Mumbai
- **Student Coverage:** Toppers from the BMS stream
- **Number of toppers attended the event:** 94
- **Number of total attendees:** 300
- **Community Reach:** 18,000
- **Media Associations:** 15
- **Celebrity Presence:** 1



Music Director and Celebrity Ehsan Noorani Giving away award to a BMS topper

Management Paradise Academic Excellence Awards 2015

- **Date & Venue:** 28th, 29th, 30th April 2015 – Welingkar, Mumbai
- **Student Coverage:** Toppers from the BMS, BMM, BAF, BBI, BFM stream
- **Number of toppers attended the event:** 300
- **Number of total attendees:** 1000
- **Community Reach:** 75,000
- **Media Associations:** 35
- **Celebrity Presence:** 11





BMS Article writing online competition



BMS.co.in

How creative can be your BMS College Story in 300-500 words?

Topic:
My First day of BMS College

To participate in the contest, click on the pic for more details.

Writing Contest Prize Package:
Cash prize of Rs. 1,000/-

College/Laptop Bag of Rs. 500/-

1 month Your Fitness Club's membership worth Rs. 2,500/-

Book titled "Get Promoted, Get Noticed" by Ajay Wahi. (Young managers and executives get a peep by Ajay Wahi) worth Rs. 1000/-

Discount vouchers worth Rs. 1000/-

Exposure of your story in BMS e-Newsletter sent to 10,000 email subscribers

All Participants to get an e-certificate of appreciation and 7 day trial voucher of Your Fitness Club

IIBM
INDIRA INSTITUTE OF
BUSINESS MANAGEMENT
NAVI MUMBAI

TechALOO

YFC™
LIVE FIT

Entries due
JULY 20

Drop your articles at
events@bms.co.in

Designed by
Vivek Pange (vivekpang@gmail.com)

Leap Frog Your Brand with Us

- ❑ What Does it take to propel your brand and gain mindshare of the youth segment?
- ❑ Reaching out to our tech savvy, early adopters, trend setters and influencing youth brand has never been easier.
- ❑ Choose from a Single Instance Monthly Plan or a Engagement focused Annual Plan.

Single Instance Monthly Plan and Annual Engagement Proposal

Management Paradise Network Engagement Plan					Single Instance Plan		Engagement Plans		No. of Units Annually	Total Cost Per Annum
					Single Unit		Annual Bundled Deal			Cost
Sr. No.	Advertising Channels	Type	Time Unit	Reach (Subscribers / Visitors)	Cost	Per Person Reach Cost (INR)	Cost	Per Person Reach Cost (INR)		Cost
1	Advertorials on Management Paradise	Advertorial + MP Newsletter Inclusion	Weekly	6,30,000	INR 12,000	0.019	INR 10,000	0.008	52	INR 5,20,000
2	Advertorials on Network	Advertorial	Monthly	3,00,000	INR 10,000	0.033	INR 5,000	0.016	108	INR 5.40.000
3	Exclusive Brand Mailers	Exclusive Email	Monthly	6,30,000	INR 1,20,000	0.190	INR 1,00,000	0.159	12	INR 12,00,000
4	Brand Advertisement	Website - Banner Ad	Monthly	10,00,000	INR 1,20,000	0.120	INR 1,00,000	0.100	12	INR 12,00,000
5	Group of Companies (9 Hot digital assets)	Website - Banner Ad	Monthly	3,33,333	INR 30,000	0.090	INR 27,000	0.081	12	INR 3,24,000
6	Group of Companies (9 Hot digital assets)	Newsletter Email	Monthly	50,000	INR 22,000	0.440	INR 20,000	0.400	12	INR 2,40,000
7	Portfolio - Social Channel Engagement	Socials - FB, LinkedIn	Weekly / Monthly	50,000	INR 10,000	0.2	Complementary		52	Complementary
Total Monthly Cost					INR 3,24,000		Total Annual Cost			INR 40,24,000

Trial Plans with Management Paradise

Monetization	Price Per Month (Exclusive of S.tax)
Banner Ad (200 * 75, All Pages)	1, 10, 000
Email Blast (1 Unit)	1, 10, 000
Social Promotions (1 Unit)	15, 000

Key Success Factor:

- 40 % are Students & 39 % Professional
- MBA, Management is the Key Search which gets them to us
- Approx. 25 % of total Traffic holds relevance to MBA Prep markets



Let's connect to drive the discussion forward and explore opportunities of synergies that resonate the intent to create maximum brand impact and engagement.

Please reach out with your queries/clarification/inputs/decision on advertising@managementparadise.com

THANK YOU

For supporting the initiative