India’s leading edutainment website for the youth

Media Kit 2018-2019
YOUTH INCORPORATED is an award-winning, leading edutainment platform for the youth, since the last 6 years. Spearheaded by Editor Nitish Shah, the team behind the website is young and dynamic, and gets serious when it comes to education and career-deciding choices.

Youth Incorporated strongly believes that today’s students are ambitious, confident go-getters, who will become fearless leaders of tomorrow.

We provide youth-related information on careers – traditional and out of the box, exam related concerns, avenues to study abroad, interviews with Deans & Professors, as well as exciting stories in the lifestyle and entertainment arena.

Youth Incorporated is the recipient of ABCI Silver and Bronze Awards, and the ICMA Creative Media Bronze Award and Awards For Excellence.
What we cover

Annual Rankings of Top 100 Undergraduate Schools
Annual Rankings of Top 100 B-Schools
Article and tips on upcoming fields
Entrepreneur & Prodigy interviews
Vox Pops Videos on trendy topics
Dean & Professor Interviews
Out-of-the-box careers
Restaurant Reviews
Education & news
Fashion & Beauty
Health & Fitness
Studying Abroad
Travel & Sports
Relationships
What's in it for you?

- Brand awareness
- Increased reach
- Targeted Publicity
- Brand recall
- Lead generation
Our Clients
Our numbers do the talking

Facebook Fans: 324,000+
Avg Daily Facebook Reach: 15000
Avg. Monthly Website traffic: 600000 pageviews
Instagram: 150000+ followers
Meet our readers

Website Stats
Female 54%
Male 46%

Age Stats
18-24 40%
25-34 38%

COUNTRY
India - 74%
USA - 7%
Others - 19%

Facebook reach
Female 60%
Male 40%

INDIA
Maharashtra - 26%
Delhi - 13%
Karnataka - 8%
UP - 7%
West Bengal - 6%
Others - 40%
What's on offer?

- **Social Media Promotion**
  - **US$ 400/month**
  - Facebook, Instagram, Twitter

- **Customised solutions**
  - Design your own package from any of the offered solutions

- **Website Advertisement**
  - **(Excluding taxes/month)**
  - Top Banner: **US$ 1500/-**
  - RHS Banner: **US$ 1000/-**
  - Bottom Banner: **US$ 700/-**
  - In-line banner: **US$ 700/-**

- **Content marketing**
  - **US$ 200 per article, interview or video**

- **Additional Offer**
  - Social Media contests, videos and event coverage

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THANK YOU