



EdTechReview

Premier EdTech Media & Community

# Media Kit

Jan 2024

[www.edtechreview.in](http://www.edtechreview.in)

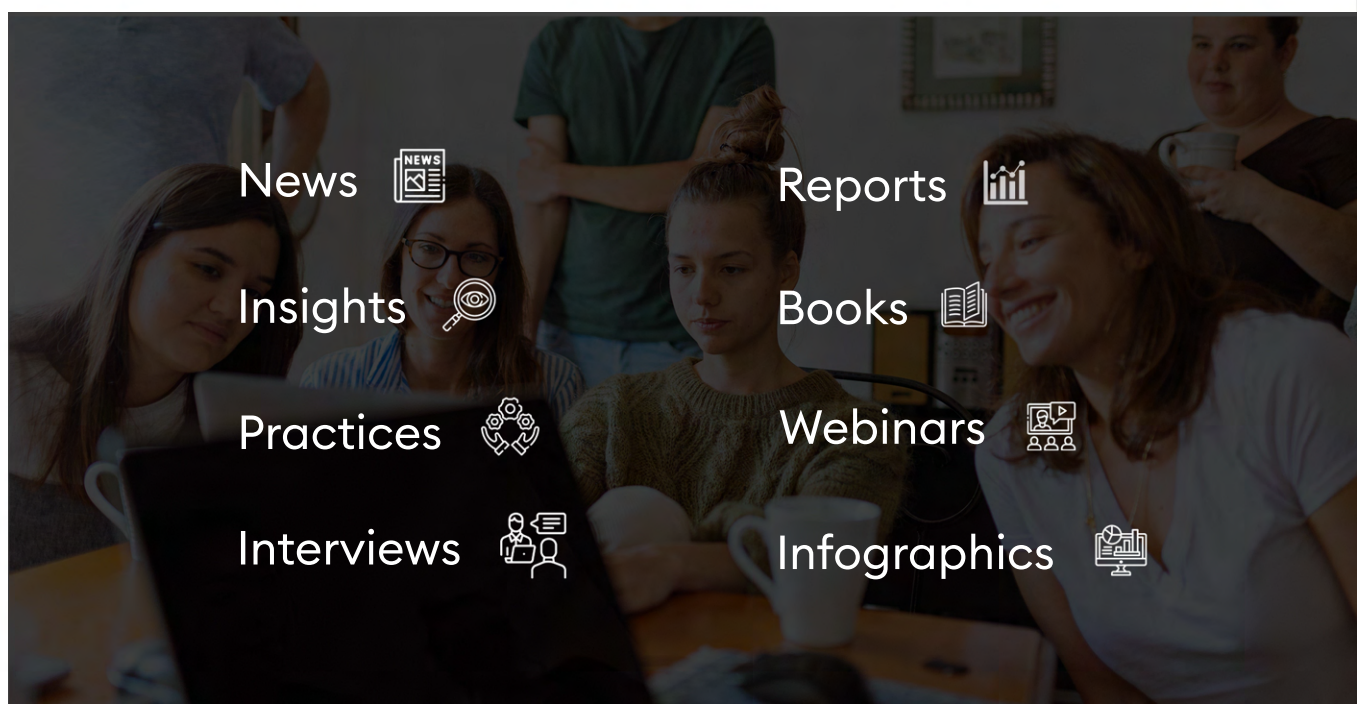
# ABOUT ETR

**EdTechReview (ETR)** is a premier media platform & community that produces useful news, information, resources & events for different educational technology stakeholders; having a niche subscriber base of 150K+ and an annual readership of 3M+ from over 200 countries and territories across the globe.

With over 20 years of collective experience our team understands the importance of effectively communicating your brand's messaging and promoting your products to the right audience in the education sector.

We engage education stakeholders across the year through different online and offline channels. So whether the goal is to position your brand as a thought leader or market & showcase your products/ services to get feedback or generate leads, our channels offer direct access to the relevant target group (TG).

**For more :** <https://www.edtechreview.in/>



# STATISTICS

## ○ Traffic Details



**340000**

Monthly Page Views



**152300**

Monthly Visitors



**110340**

Monthly Unique Visitors



**2.22**

Avg Page View Per Visitor



**3.20**

Avg Time Spent By Visitor On Page



**80:20**

New To Returning Ratio

## ○ Gender



Male  
**60 %**



Female  
**40 %**

## ○ Education

Undergraduates

**10%**

Graduates

**30%**

Post - Graduates

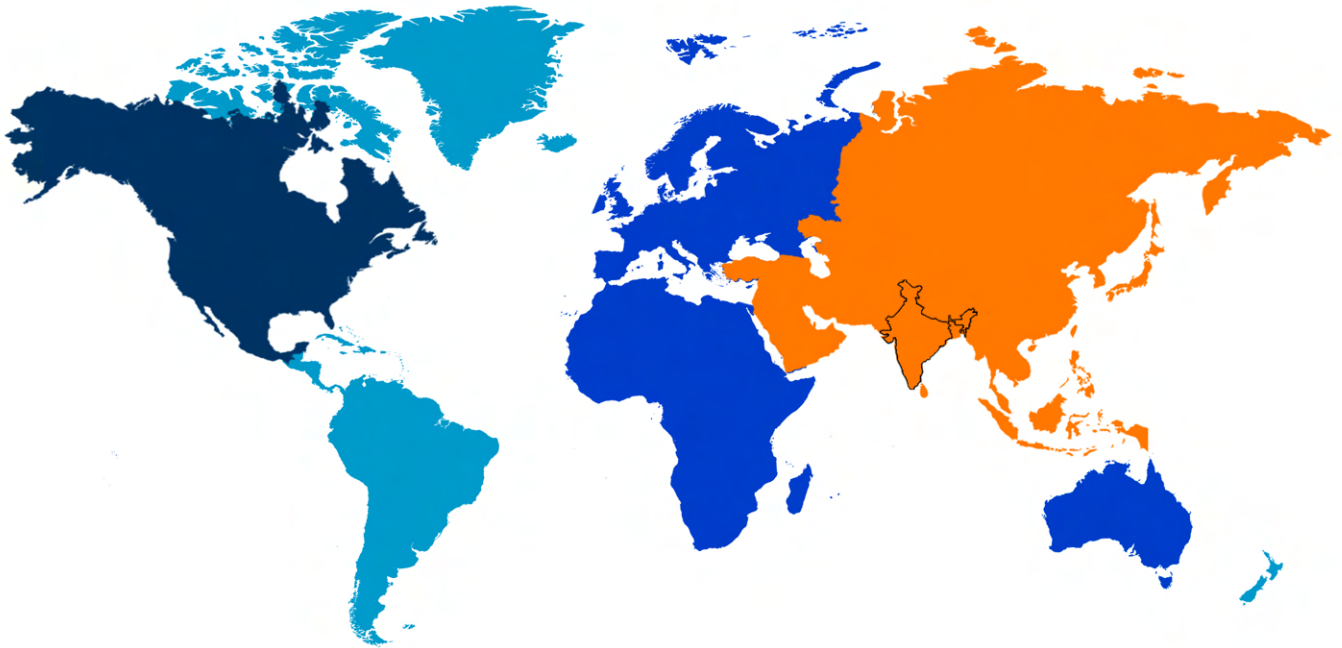
**48%**

PHD or Above

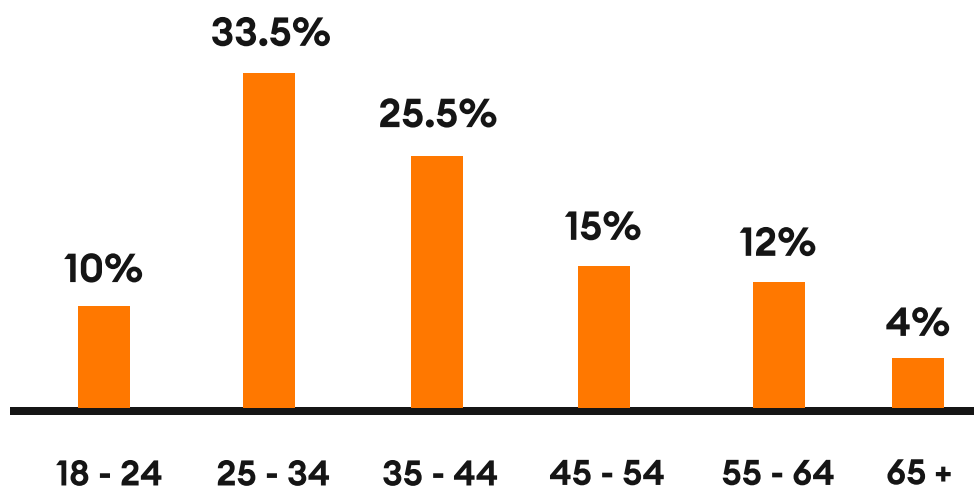
**12%**

# STATISTICS

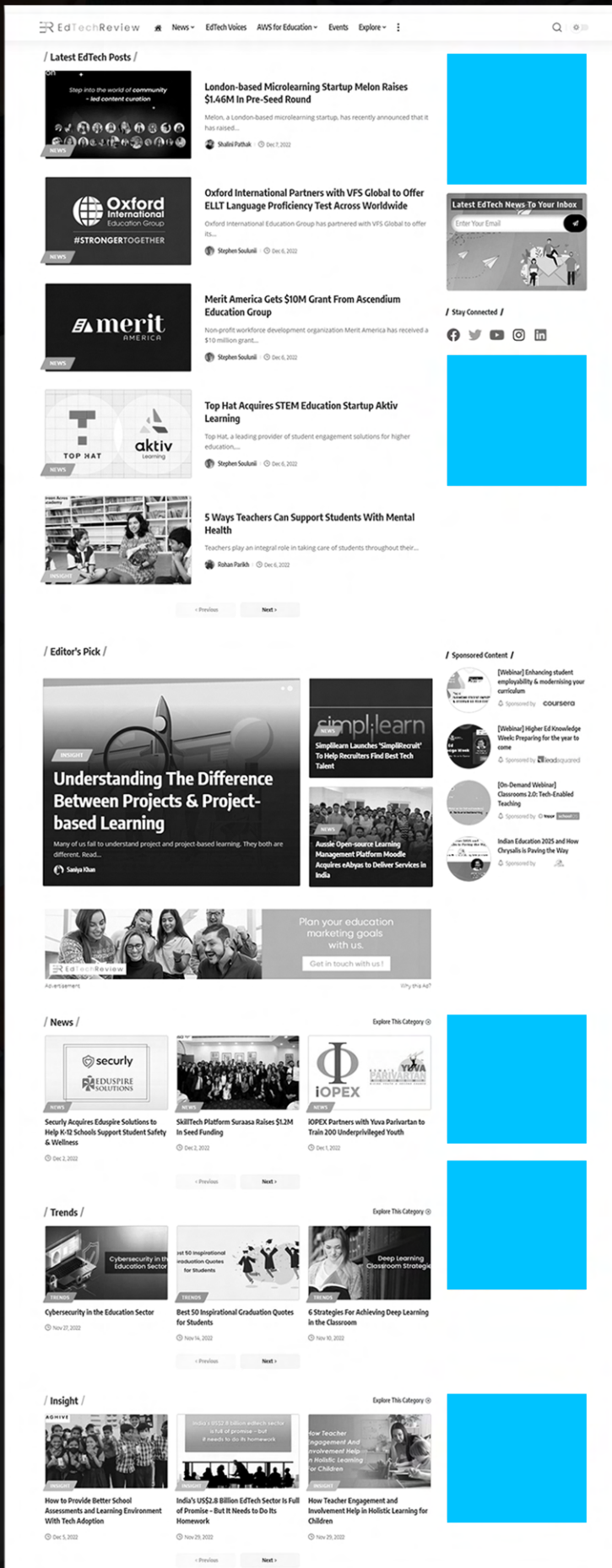
## World-wide



## Age Break-Up



# Ad Slot (Home Page)



Top 1

Size : 300 x 250 px

Mid 1

Size : 300 x 250 px

Bottom 1

Size : 300 x 250 px

Top 1 (Repeat)

Size : 300 x 250 px

Mid 1 (Repeat)

Size : 300 x 250 px

# Ad Slot (Category Page)

The screenshot shows the EdTechReview website with a grid of news articles and several ad slots. The ad slots are highlighted with blue rectangles and labeled on the right side of the image. The website header includes navigation links for News, EdTech Voices, AWS for Education, Events, and Explore. The main content area is titled 'EdTech News' and features a 'Latest News' section with articles from various companies like Melon, Oxford International, Merit America, Top Hat, Simplilearn, Aussie, Moodle, iOPEX, Yuva Parivartan, Securly, Eduspire, SkillTech, OPEX, QuarkXR, Teacher Booker, Speakin, QuarkXR, ClassMonitor, and RoleMapper. There are also sections for 'Stay Connected' and 'Latest EdTech News To Your Inbox'.

Top 1

Size : 300 x 250 px

Mid 1

Size : 300 x 250 px

Bottom 1

Size : 300 x 250 px

Top 1 (Repeat)

Size : 300 x 250 px

# Ad Slot (Article Page)

The screenshot shows an article page on EdTechReview. The article title is "5 Psychology YouTube Channels You Must Follow" by Priyanka Gupta, published on Oct 31, 2022. The article content includes an introduction to psychology, a list of five YouTube channels (BrainCraft, Psych2Go, Practical Psychology, Doctor Ali, and SciShow Psych), and a detailed description of the first channel, BrainCraft, featuring Vanessa Hill. The page layout includes a top navigation bar, a main article area with a large video player placeholder, a sidebar with social sharing options and a table of contents, and a bottom section with more video player placeholders. Several blue rectangular ad slots are overlaid on the page, primarily on the right side and one on the left side.

Top 1

Size : 300 x 250 px

Inline

Size : 830 x 160 px

Mid 1

Size : 300 x 250 px

Bottom 1

Size : 300 x 250 px

Top 1 (Repeat)

Size : 300 x 250 px



EdTechReview



[sales@edtechreview.in](mailto:sales@edtechreview.in)



011-41321030



EdTechReview Media Pvt Ltd



@etr\_in



@India.ETR



@edtechreview\_in



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