



# TeenAtHeart

Your Education & Lifestyle Companion

## Media Kit

### 2018

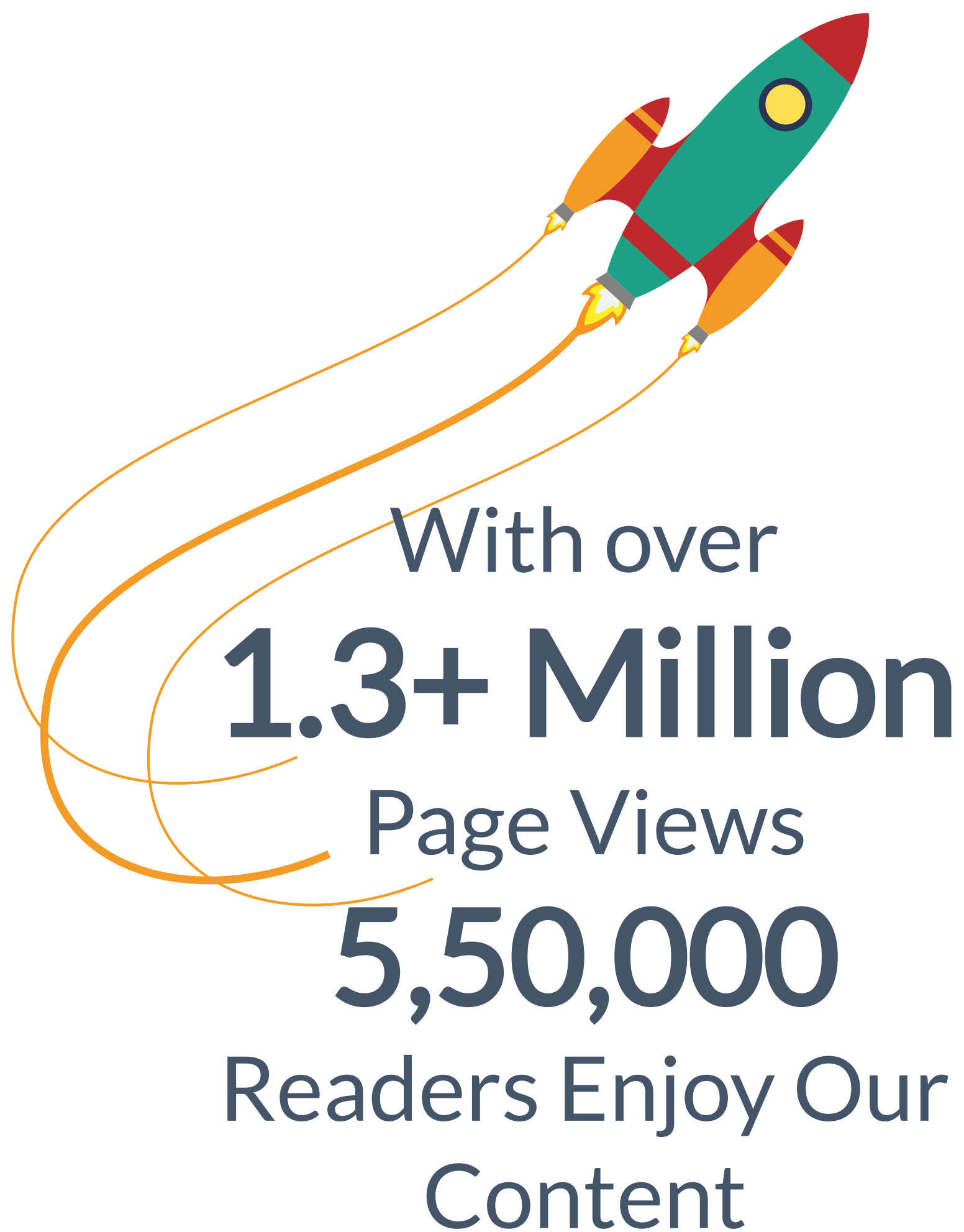
#### Marketing Overview

It is a process to allow an organization to focus resources on the greatest opportunities to increase sales and achieve the company's target. Marketing strategy's goal is to increase sales and achieve the advantage over other competitors. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to its objectives. The objectives will be based on how you will maximize your sales outcome and marketing activities.

Product Categories	Profit per Year				
	2013	2014	2015	2016	2017
General tools	+820.82	-13.9	+820.82	+7207.75	+80.82
Health & Medical	-13.9	+82.94	-239.74	-229.00	-13.9
Art Supply	+82.94	+820.82	+82.94	+239.74	+82.94
Kids & Baby	+659.02	+7207.75	+659.02	-13.9	+659.02
Kitchen wear	-229.00	-229.00	+7207.75	-229.00	-229.00
Fashion	-797.75	+659.02	-13.9	+82.94	+7207.75
Furniture	+239.74	-239.74	-229.00	+820.82	+239.74

#### Growth Percentage

Profit per year of each products. Update on October, 2018.



## Who we are?

**TeenAtHeart** is a content network which focuses on **Education and Lifestyle** niche in India.

We write and publish articles on a wide range of topics about education and lifestyle for **Indian school, college Students and Parents.**

(Generation Z and Millennials)

# Content Mind Map

What we write





### Quality & Control

Before running the campaign itself, you can check the quality of the content on which your ads will be shown. You have the option to choose day and time of ad delivery too.



### Affordable Fees

With our pocket-friendly ad options, you'll spend very less than you might spend on programmatic ads, overpriced ad networks or publishers.

# What Do We Offer?



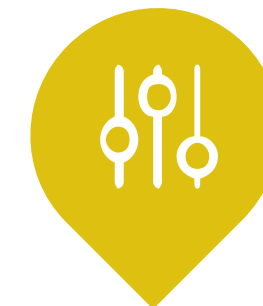
### Transparent Process

You will get detailed Delivery and Billing Reports as per agreed timelines, so you don't have to worry about where your money is going.



### Wide Range of Ad Options

With us, you can choose whichever type of ad campaign you want to run such as CPM, CPC, CPI, CPL, Survey Ads, and Guest Posts (with **doFollow links**).



### Ad Creative Designs

We can design creatives for you! We understand our visitors better, so we can create your ads for you with a minimal fee. Isn't it awesome!?

# Our Numbers



1.3M

Page Views



550K

Unique Visitors

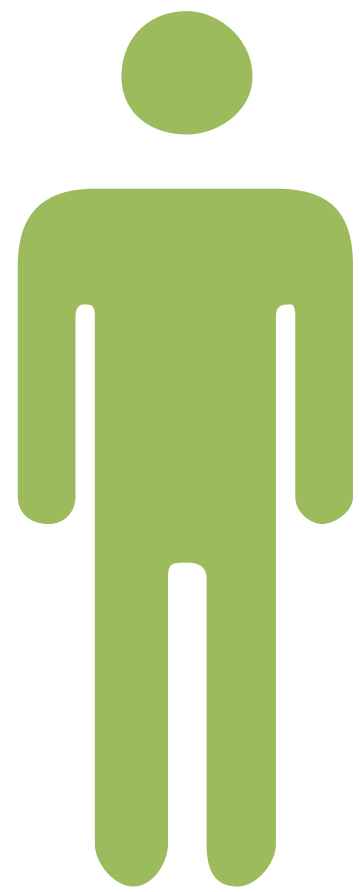


4.3M

Ad Impressions

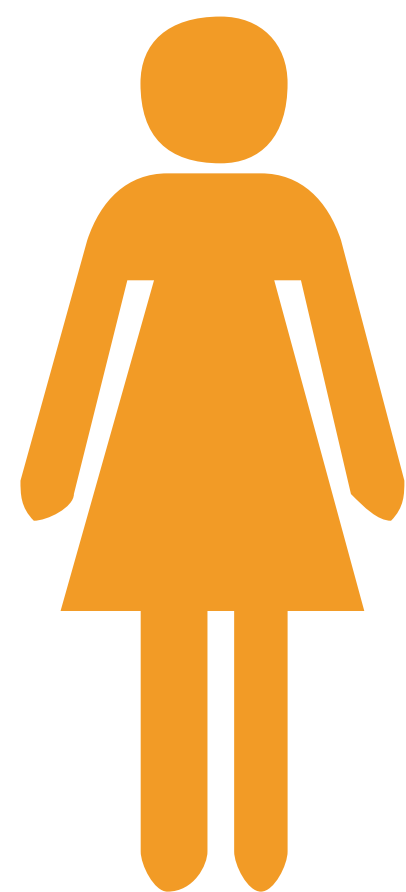
\*Data collected from the average of last 2 months (as of 31st August 2018)

# Demographics



Male

33%

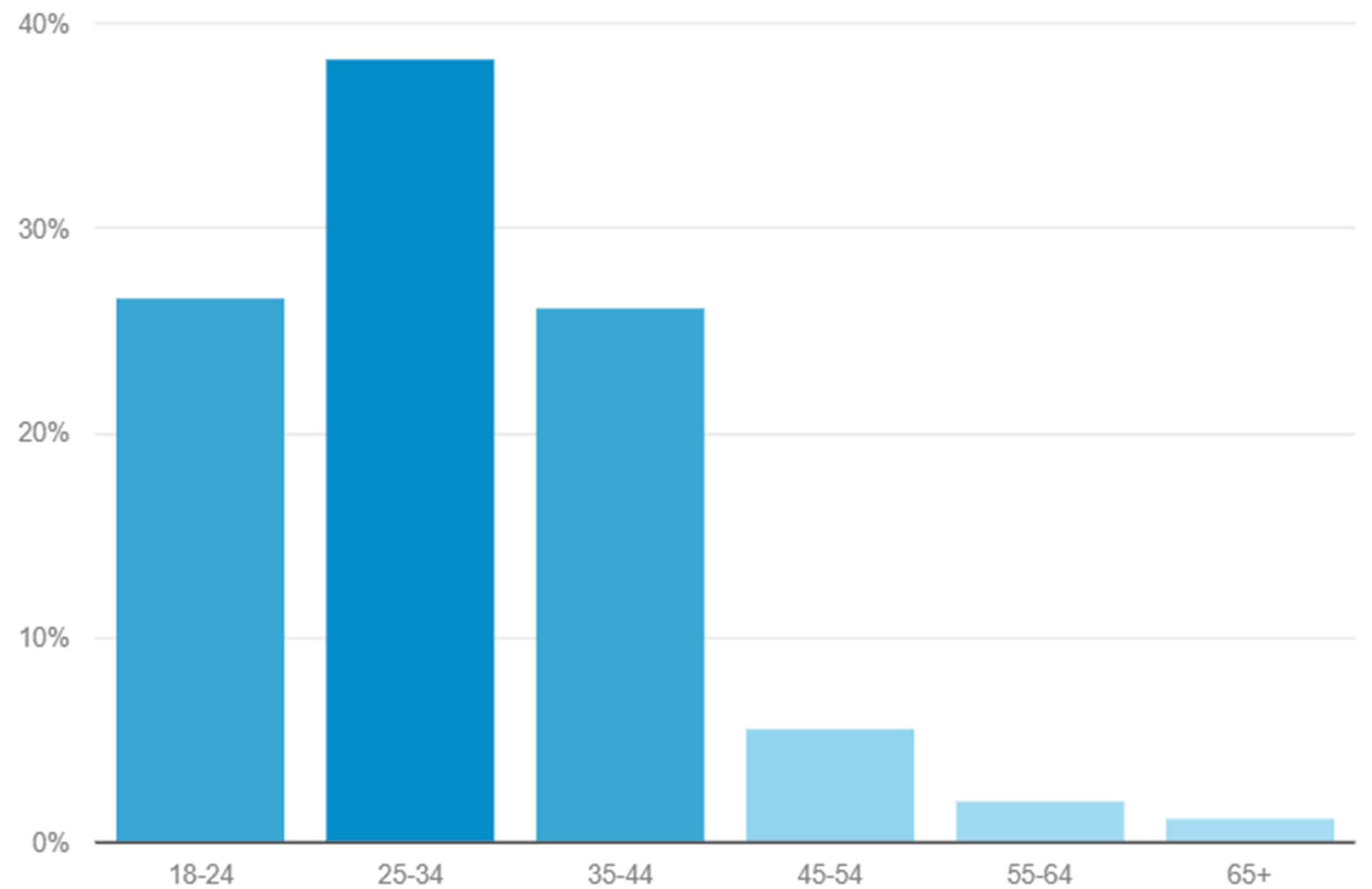


Female

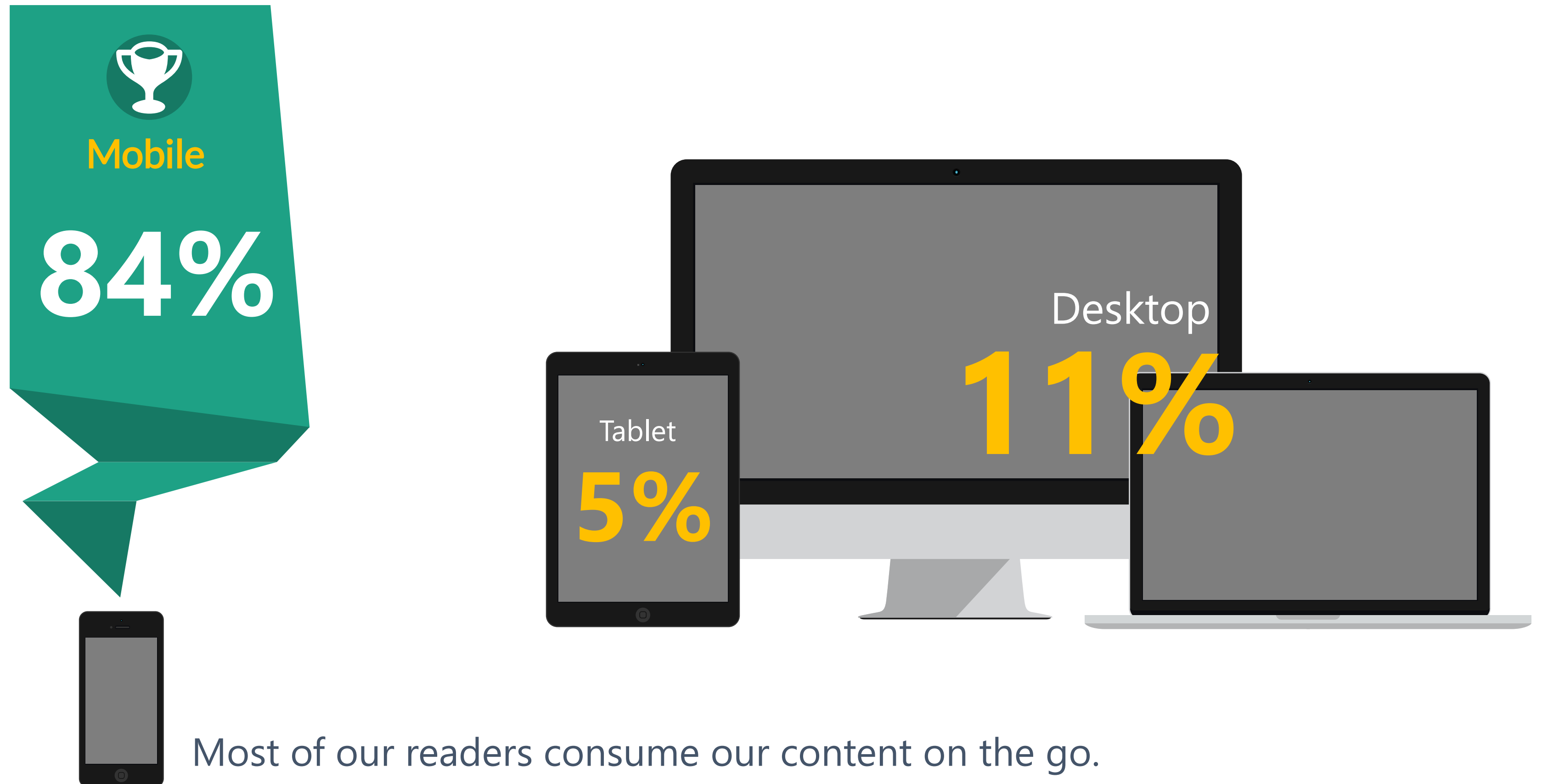
67%

Age

48.33% of total sessions

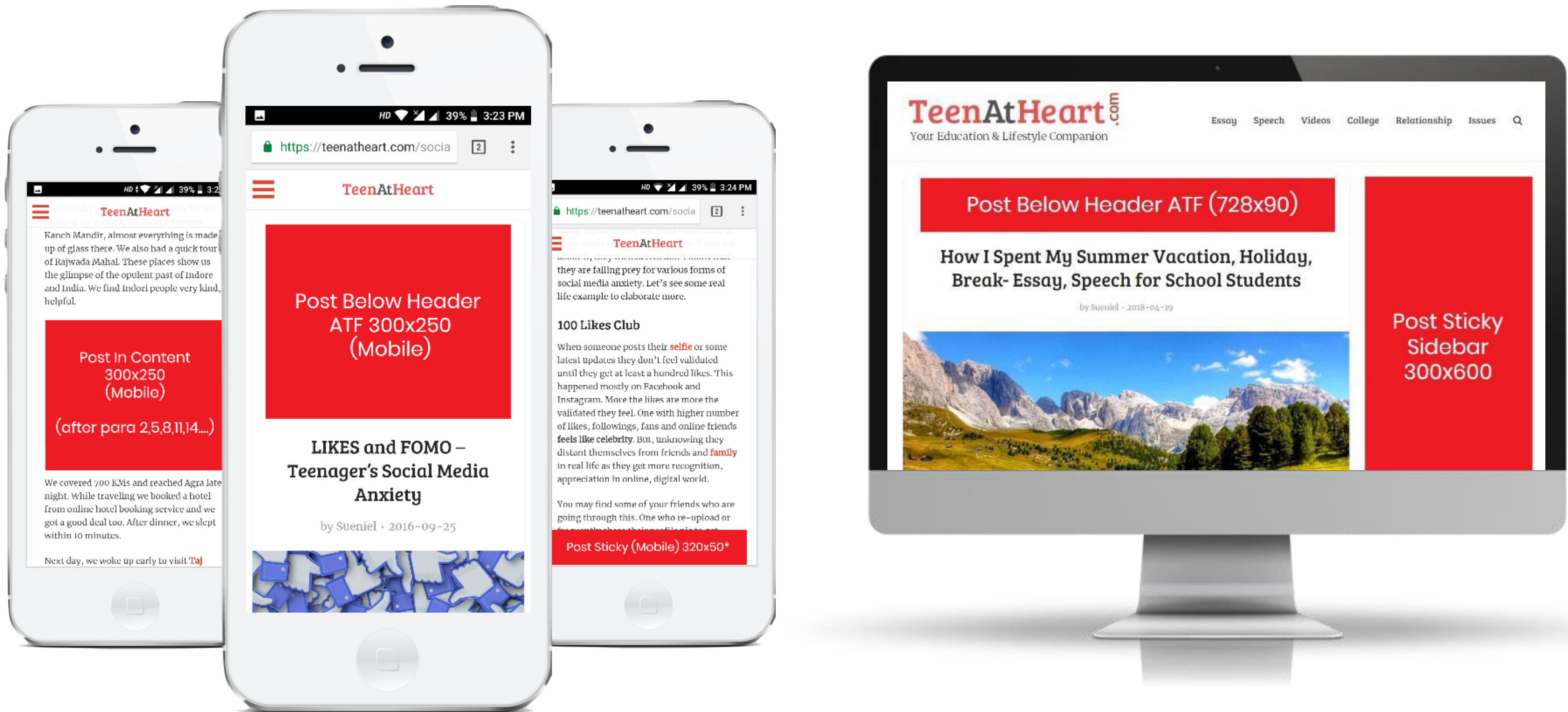


# Devices Traffic



# Ad Placements

We offer multiple Ad Placements, Sizes on Mobile and Desktop devices.



# Ad Specs & Rates

We offer multiple ad types and sizes at affordable prices.

Placement	Rate/CPM	Type of Ad	Size	
			Mobile	Desktop
Home Page Below Header ATF	INR 500	Banner	300x250	728x90
Home Page Sticky Sidebar	INR 500	Banner	N/A	300x600 (Sidebar)
Post Below Header ATF	INR 200	Banner	300x250	728x90
Post In Content (after para 2,5,8,11,14 etc.)	INR 100	Banner, Native	300x250	728x90
Post Below Content	INR 100	Banner	300x250	728x90
Post Sticky (bottom bar)	INR 300	Banner	320x50 300x50	N/A

# Contact Us

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