



 *the
quint*

BECAUSE THE TRUTH IS WORTH IT

FEARLESS

TRANSPARENT DIGITALLY SAVVY

USER-DRIVEN QUESTIONING

MOBILE FIRST FACTUAL TRENDSETTING

INDEPENDENT



The Quint Community



27MM

Average Monthly
Active Users*



4-5mins

Average Time Spent



13MM+

Social Community



400+

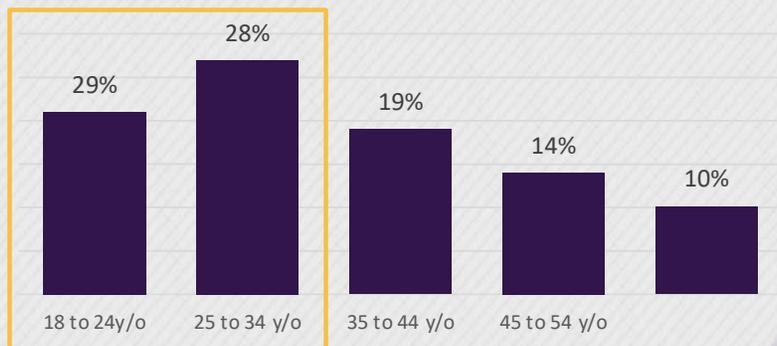
Brand Partnerships



The Quint User

WHO ARE THEY?

Age Split



67%

Male



33%

Female

57% of our audience is below 34 y/o

The Quint covers India and Bharat with a 60:40 split in Tier 1 and Tier 2/3 cities

WHERE ARE THEY?

60%

Tier 1 Cities



40%

Tier 2 + Tier 3 Cities

Top Cities

Mumbai Bengaluru

New Delhi Hyderabad

Chennai

Pune

Kolkata



The Quint User

USER INTERESTS



News & Politics



Health, Entertainment & Lifestyle



Technology & Sports



Travel, Finance, & Education

OUR USERS ARE

Mobile Enthusiasts

Avid News Readers

TV Lovers

Travel Buffs

Fitness Enthusiasts

Avid Investors

Sports Fans

Value Shoppers

Business Owners

FAVORITE GENRES ON THE QUINT

News | NEON | Entertainment | Education | Sports | Finance



The Quint Impact

Credible. Real. Action Oriented.





The Quint: Brand Opportunities



CONTENT

CONTENT HUB

SPONSORED ARTICLE

MICROSITE

LISTICLES

INFOGRAPHICS

PODCASTS



LIVE

EVENTS

WEBINARS

FACEBOOK LIVE

YOUTUBE LIVE



VIDEO

CAMPAIGN VIDEOS

EXPLAINERS

INTERVIEWS

SKETCHES

ANIMATIONS

PRE/MID ROLL



DISPLAY

ROADBLOCK

BANNERS

GENRE OWNERSHIP

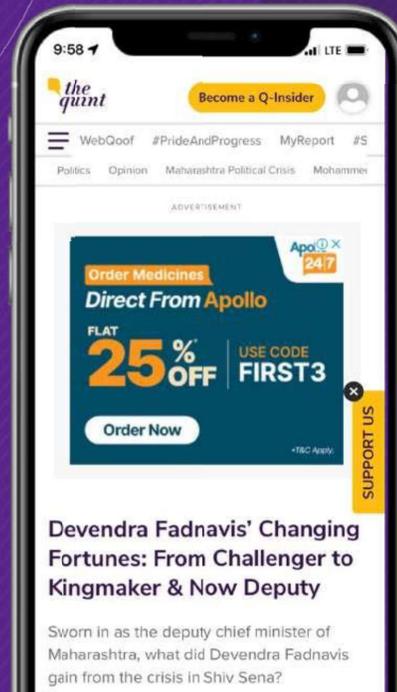


The Quint: Brand Opportunities

SPONSORED ARTICLE



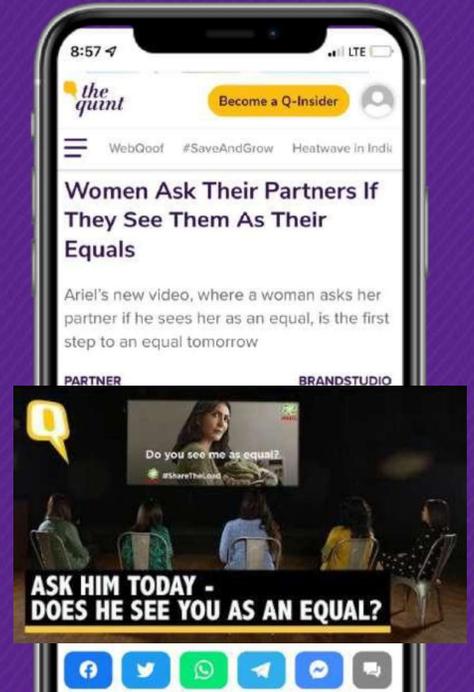
DISPLAY BANNER



CONTENT HUB



BRANDED VIDEOS



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Content **Integrations**

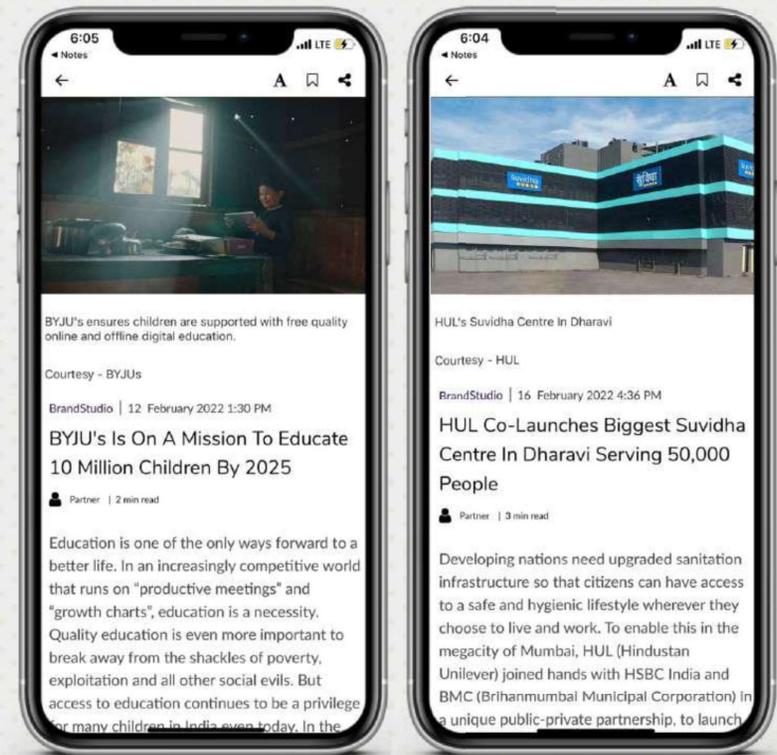


Sponsored Article

Amplify Your Brand's Core Communication

Packed with robust promotional strategy, The Quint's sponsored articles are custom curated for your brand, delivering valuable and informative content to your desired audience.

- Build positive brand association by sharing information that matters
- Topic aligned to your communication objective
- Formats of Articles: Write-up, listicles, infographics, sketches, explainers and more...



BYJU's and HUL's SPONSORED ARTICLE



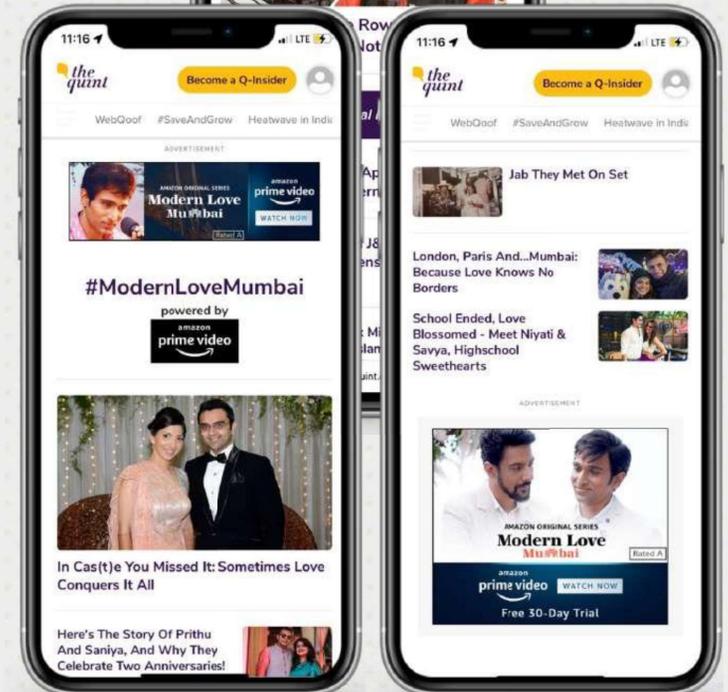
Content Hub

Your Brand's Identity

Mirroring your brand's identity, Content Hub is your brand's environment within The Quint that entails articles, videos, infographics and more aligned to your brand's core communication or specific campaign

- **Branded Environment** with Logo Presence
- **Discovery:** Premium Presence on the Navigation Bar
- **Navigation Bar:** Dropdown logo presence while hovering over the section
- **Media:** 100% Share of Voice

NAVIGATION BAR



CONTENT HUB



Branded Videos

Build Brand Awareness Through Visual Storytelling

With expertise in content curation, The Quint offers a unique proposition of creating branded content videos to drive your brand's message in an engaging, informative and impactful format

- Top quality video production
- Aligned to your brand tone and imagery
- Expert video conceptualization, production and amplification plan

[CLICK TO PLAY](#)



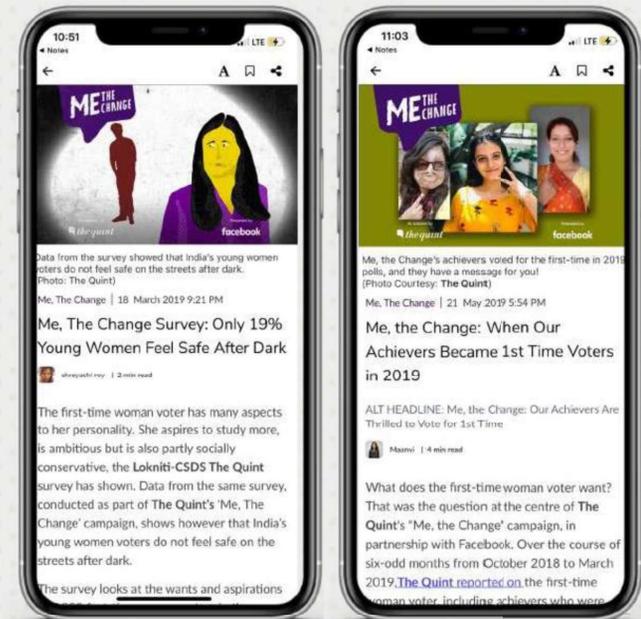


Editorial IPs

Associate with Award Winning Content Series

Build powerful brand association moments by sponsoring The Quint's award-winning editorial properties that have been recognized, trusted and highly engaged with by our users.

- Industry Recognized Journalism
- Packaged with Robust Marketing for High Visibility
- Seamless Brand Integration for High Brand Impact



THE QUINT IP: ME THE CHANGE

The title 'Media and Contextual Communication' is centered within a dark purple circle. The word 'Media' is in yellow, 'and' is in white, 'Contextual' is in yellow, and 'Communication' is in white. The background of the slide is a textured purple with a white hexagon in the top left and a grey circle on the left edge.



Own a Segment

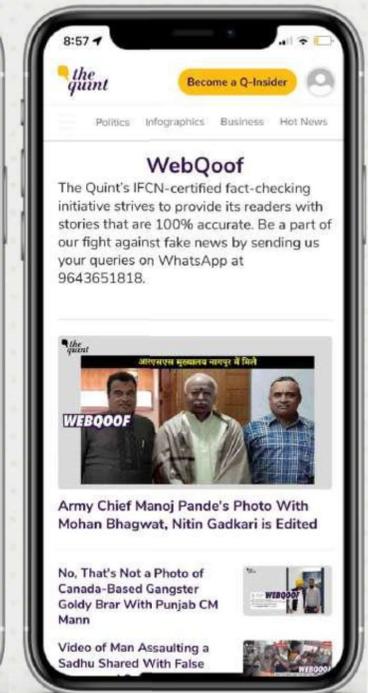
Communicate With Your Audience in a Contextual Environment

Elevate your message in a 100% owned environment through sponsorship of The Quint's official segments and reach segment relevant audiences for contextual communication

- Sponsor Established Segments of the Quint
- Communicate at the right time and the right place
- Theme Aligned brand presence



ENTERTAINMENT



WEBQOOF

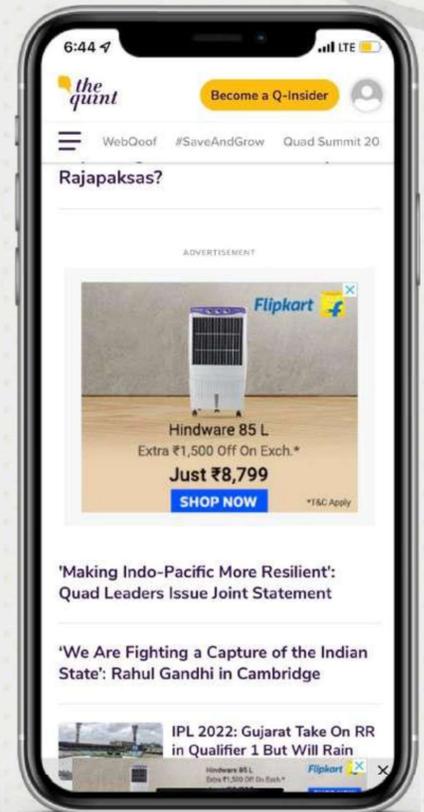


Roadblock

Garner High Reach and Impact

With an objective to garnering more reach and impact, The Quint's roadblock offers 100% Share of Voice in the form of display banners for 24 hours

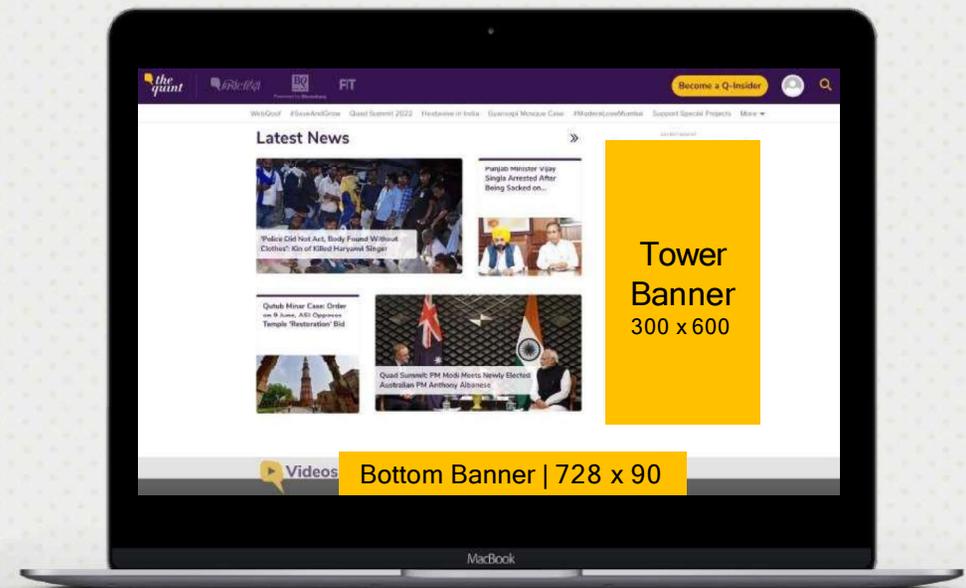
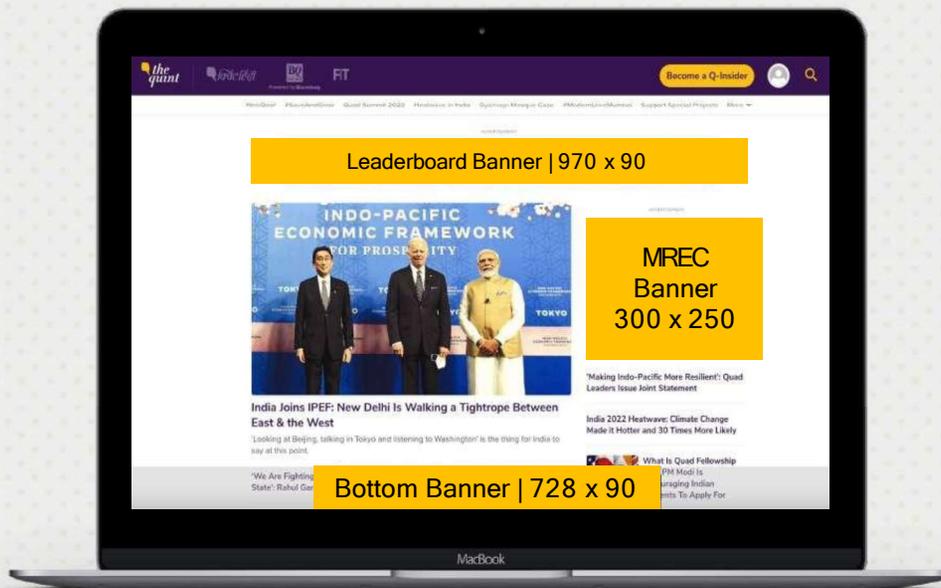
- Own the environment to capture user attention
- Banners: Leaderboard, Bottom Banner, Tower Banner and MREC Banners
- 24 Hour Property





Roadblock: Desktop View

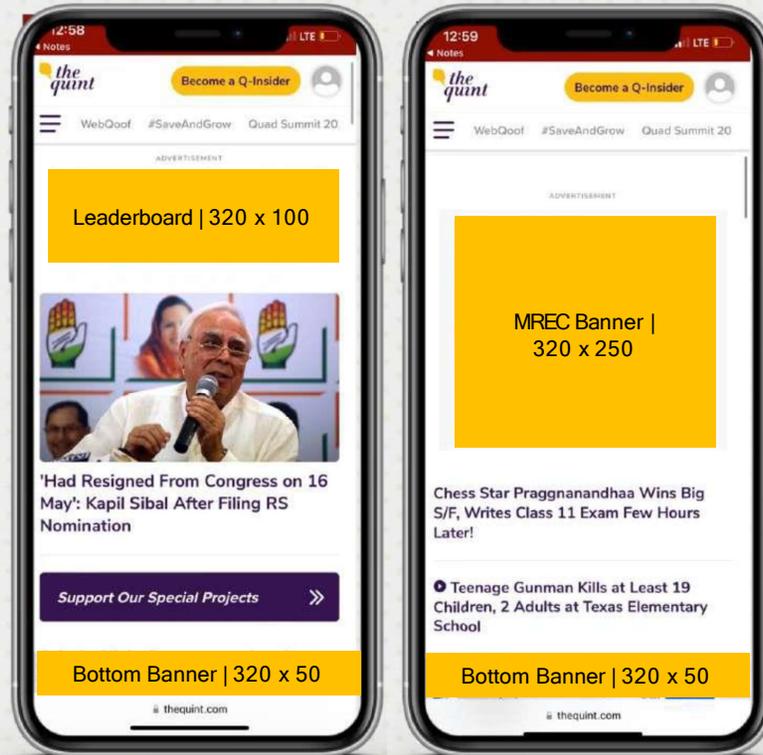
Garner High Reach and Impact





Roadblock: Mobile View

Garner High Reach and Impact



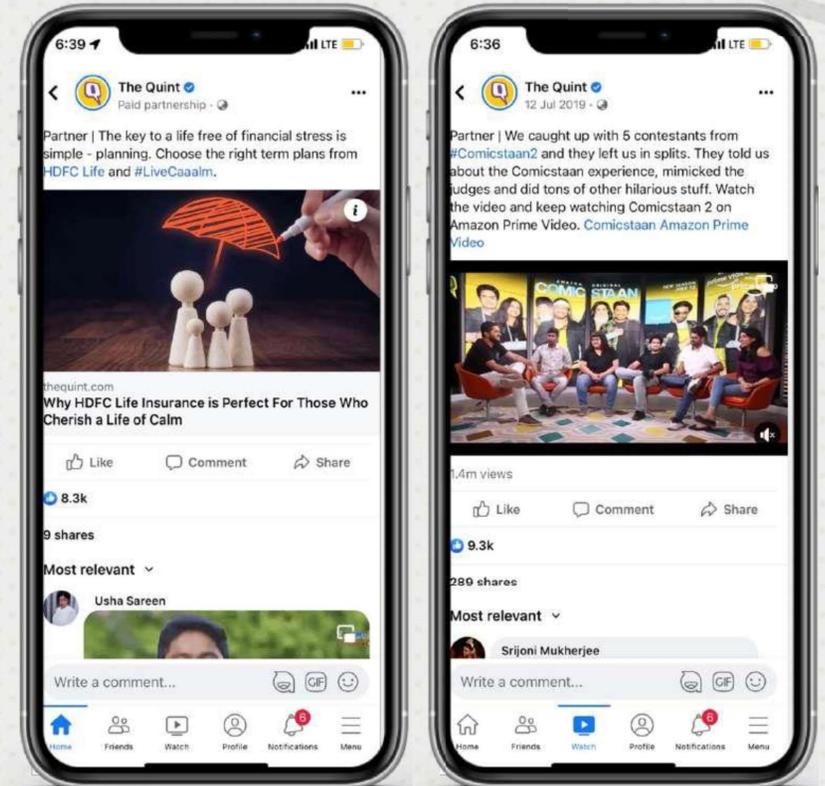


Social Cards

Tap into The Quint's Social Community

Tapping into The Quint diverse and large social media community, Social Cards are routes of amplification for your branded content on The Quint to build higher discoverability and impact.

- Instagram Posts or Stories
- Facebook Posts as Static Images or Videos
- Twitter Posts



FACEBOOK POSTS



The Quint | Brand Partnerships

Delivering Value and Innovation



Sandesh to Soldiers

On India's 76th Independence Day, The Quint and JK Paper teamed up for a special initiative that salutes the indomitable spirit of a soldier. As part of the campaign, we published the last letters of soldiers who died fighting a war and prompted viewers to share their own *sandesh* on a customized microsite.

20.6MM

Impressions

213K+

Page Views

523K+

Video Views

VIDEO | SOCIAL INNOVATIONS | BRANDED MICROSITE | EMAILERS | PUSH NOTIFICATIONS | DISPLAY | SOCIAL MEDIA | [Link to View](#)



Disability Inclusion

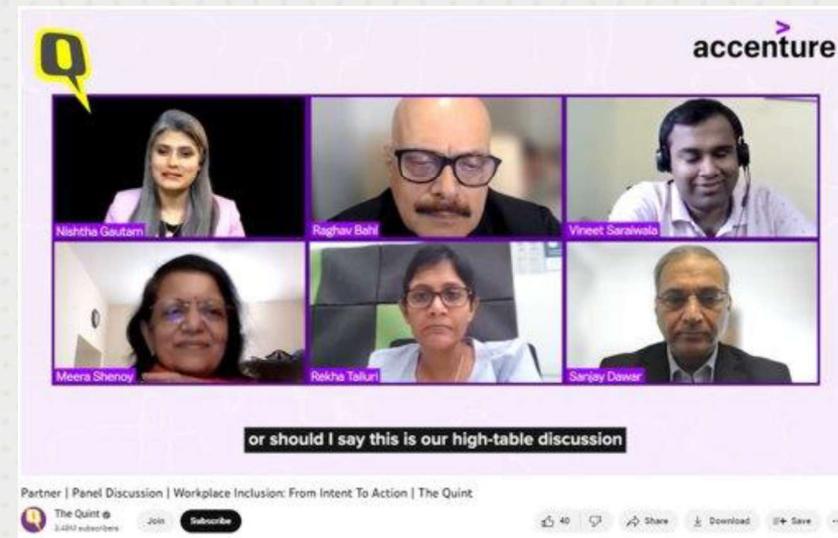
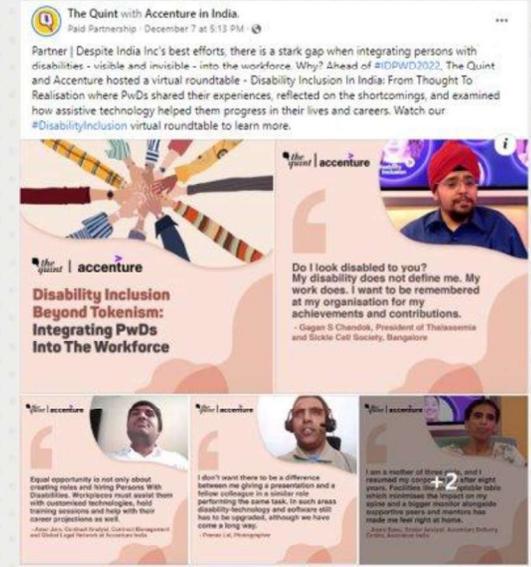
Creating a level-playing field means more than solidarity and positive discrimination. Ahead of International Day for Persons with Disabilities, The Quint and Accenture hosted virtual roundtables and panel discussions to understand how Indian organisations can leverage the benefits of technology to enable those with disabilities.

10M+
Social Reach

1.4M+
Video Views

1.1M+
Page Views

CONTENT HUB | SPONSORED ARTICLES | VIRTUAL EVENTS | PANEL DISCUSSION | SOCIAL MEDIA





#CelebrateEqual

Women are at the heart of every hospitality affair from hosting office lunches to house parties. Why should the onus fall on them only? The Quint and Ariel demonstrated how partners, siblings and children can do more than just watch these women go about their hosting duties from the sidelines and #ShareTheLoad

203K+
Page Views

1.5M+
Video Views

1.3M+
Social Reach

SPONSORED ARTICLES | BRANDED VIDEO | SOCIAL MEDIA





Mumbai Marathon Sleep Campaign

85% of Indians complain of one or another form of sleep issues - sleeplessness, sleep apnea, irregular sleep cycle et al. The Quint produced a video in association with ZzzQuil Natura where it met some marathoners at the Tata Mumbai Marathon to learn about their fitness training, sleep schedules and how you can get started with your running regimen.

1.2M+

Video Views

859K+

Social Reach

SPONSORED ARTICLES | BRANDED VIDEO | SOCIAL MEDIA



Partner | Sleep: The Secret Sauce of Training Most Marathoners Overlook | ZzzQuil Natura | The Quint
The Quint 3,120 subscribers 22 Share Download Save





International Men's Day

Men are “allowed” to cry too. But “whose” permission do they need? Ahead of International Men’s Day, The Quint teamed up with Gillette for a fun vox pop video where we learnt about the many stereotypes around the idea of a strong and supportive man.



NEW DELHI
Partner | On International Men's Day, Here's How We Surprised People On The Streets | The Quint
The Quint 8.47M subscribers
277 likes
Share Download Save

1.2M +
Social Reach

1.5M+
Video Views

VOX POP VIDEO | SOCIAL MEDIA CONTEST

#GiveawayAlert

Loves you.
Supports you.
Respects you.
And more importantly, he simply gets you.

Do you have such a man in your life?

Post a photo with the most special man in your life, and tell us what makes him special.

Tag @GilletteIndia and @TheQuint

And you could win a surprise hamper from Gillette for that special man.

thequint and gilletteindia

thequint Partner | On the occasion of InternationalMen'sDay, let us take some time out to show some love to all the special men in our lives. If you have a photo of you together with the man who's had the most positive impact on your life, please post it on your profile and tag @GilletteIndia and @TheQuint, along with a nice caption telling us what makes that man special. The best entries will win a Gillette Fusion 5 hamper! #ContestAlert #Giveaway

premanarajan Over 7

Liked by early_saanj and 274 others

thequint and gilletteindia

thequint Partner | On the occasion of InternationalMen'sDay, let us take some time out to show some love to all the special men in our lives. If you have a photo of you together with the man who's had the most positive impact on your life, please post it on your profile and tag @GilletteIndia and @TheQuint, along with a nice caption telling us what makes that man special. The best entries will win a Gillette Fusion 5 hamper! #ContestAlert #Giveaway

premanarajan Over 7

Liked by early_saanj and 274 others



Personal Finance Series

Inflation is high, money is scarce, and the internet is awash with quick money-making tips. The Quint in association with HDFC Life, studies the various financial assets and products in the market, and lists the pros and cons of each while de-mystifying insurance

2.1M+
Page Views

2M+
Impressions

SPONSORED ARTICLES | SOCIAL MEDIA | DISPLAY

How Having A Life Insurance Savings Plan Helps Replace Lost Income

Knowing how a life insurance savings plan works is key to fully utilizing the product and all the benefits it offers

PARTNER **BRANDSTUDI**
Published: 23 Dec 2022, 7:35 PM IST 3 min read

thequint 12m
Paid partnership with hdfclife

Your Savings Can Be A Liability Unless You Invest It Right

The hype about fintech overrides the value of traditional assets. But nothing keeps you as secure as life insurance.

PARTNER **BRANDSTUDIO**
Published: 31 Jan 2023, 10:07 AM IST 2 min read

TAP TO READ

Reply to thequint...

The Quint with HDFC Life
Paid Partnership - February 6 at 1:25 PM

Partner | The stress caused by financial difficulties cannot be overlooked. Despite the presence of efficient financial policies, poor financial planning has forced millions into depression.

THEQUINT.COM
Here's How You Can Improve Your Mental Health By Cutting Out Financial Stress

The Quint
Paid partnership - 3d

Young enough to attend concerts, old enough to start saving for retirement. 30s is a confusing time.

thequint.com
6 Financial Mistakes You Must Avoid In Your 30s

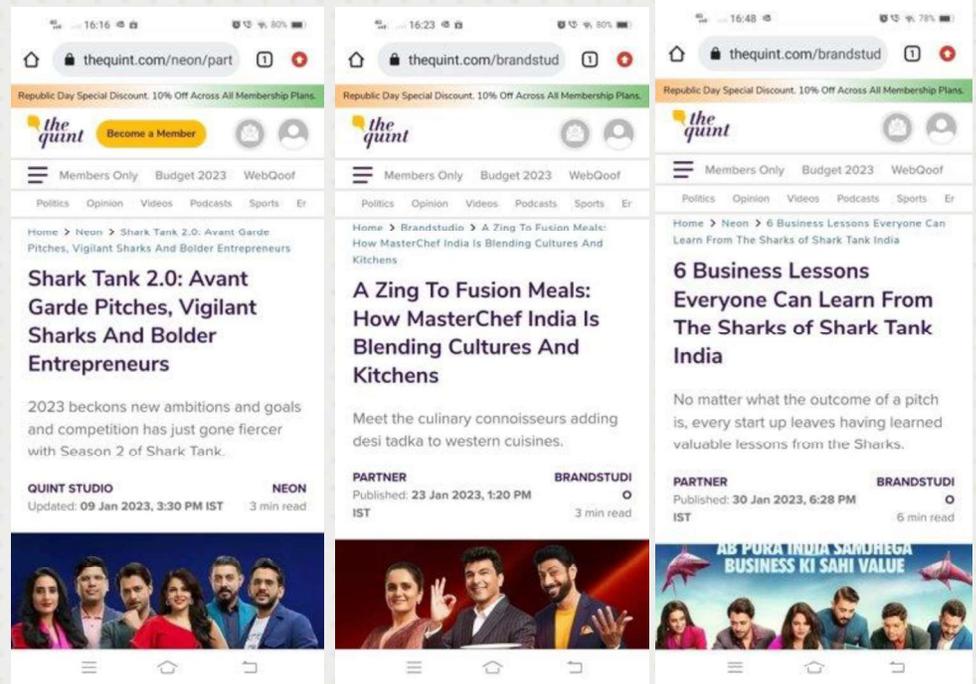


Shark Tank India and MasterChef India

Infotainment consistently drives consumer consumption patterns. Whether it is an introduction to global cuisines through Masterchef or homegrown startups aspiring to reach and make a name in Western markets through Shark Tank. The Quint in association with Sony Liv zeroes in on the dreams and aspirations of the new India.

1.2M+ Page Views **960K+** Social Reach

SPONSORED ARTICLES | SOCIAL MEDIA





#NotFair

It is 2023 and there is still plenty of gendered discussion and debate about society's idea of beauty. The Quint and Himalaya Face Wash produced a vox pop video to bust some of these myths.

3.1M +

Social Reach

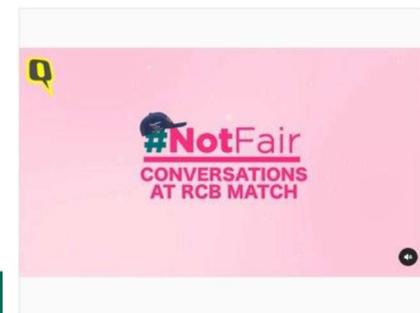
1M+

Video Views

VOX POP VIDEO | SOCIAL MEDIA | SPONSORED ARTICLE



Partner | RCB Women's Team Kicked Off The T20 Premier League With This Powerful Message | The Quint





Perpetual Planet

Time is running out on the climate change clock and Rolex is aware that the dial on climate conservation needs to shift faster. We studied how and what corporates can do in a research-driven article and contextual display campaign under our Climate Change section.

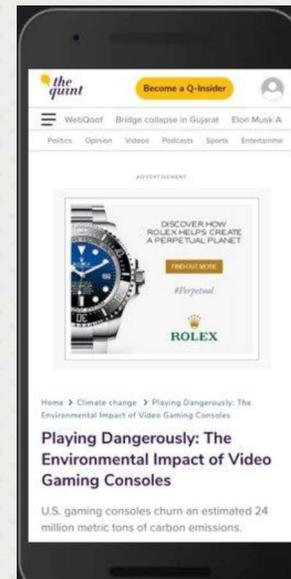
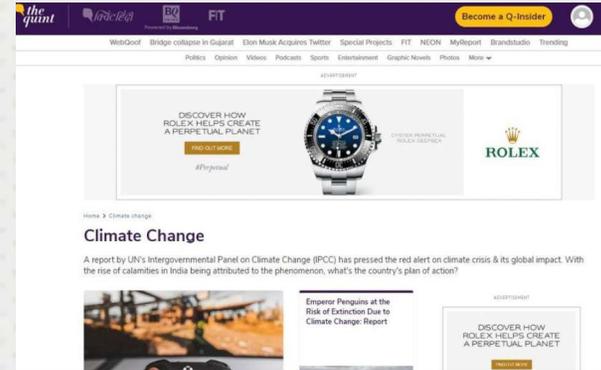
7.7M+

Impressions

1.9M+

Unique Reach

VIDEO SERIES | BRANDED CONTENT HUB | PRESS RELEASES | SOCIAL MEDIA | [Link To View](#)





The QuintEssential

What Makes The Quint a Must Buy in Your Media Mix

TRENDSSETTING AUDIENCE

Reach a highly engaged audience at scale, from citizen journalists to opinions builders



CONTENT THAT MATTERS

The Quint curates content that builds real on-ground impact on the lives of our citizens

MASTERS OF BRANDED CONTENT

From ideation to execution, our team curates seamless brand integrations that build recall and impact for your brand



TRANSPARENCY

In partnership with Google, track your content's performance through Google Analytics

Trusted By Over 300 Brands

NETFLIX

QATAR
AIRWAYS القطرية

prime video

KUVERA



KOHLER



HDFC BANK

standard chartered



BAJAJ FINSERV

COIN SWITCH
KUBER

citibank

amazon



LLOYD

Mahindra
Rise.



motorola



HAVELLS

ABInBev

Coca-Cola

JKTYRE
TOTAL CONTROL

