



EdTechReview

Spreading Awareness on Education Technology

Media Kit

Dec 2022

www.edtechreview.in

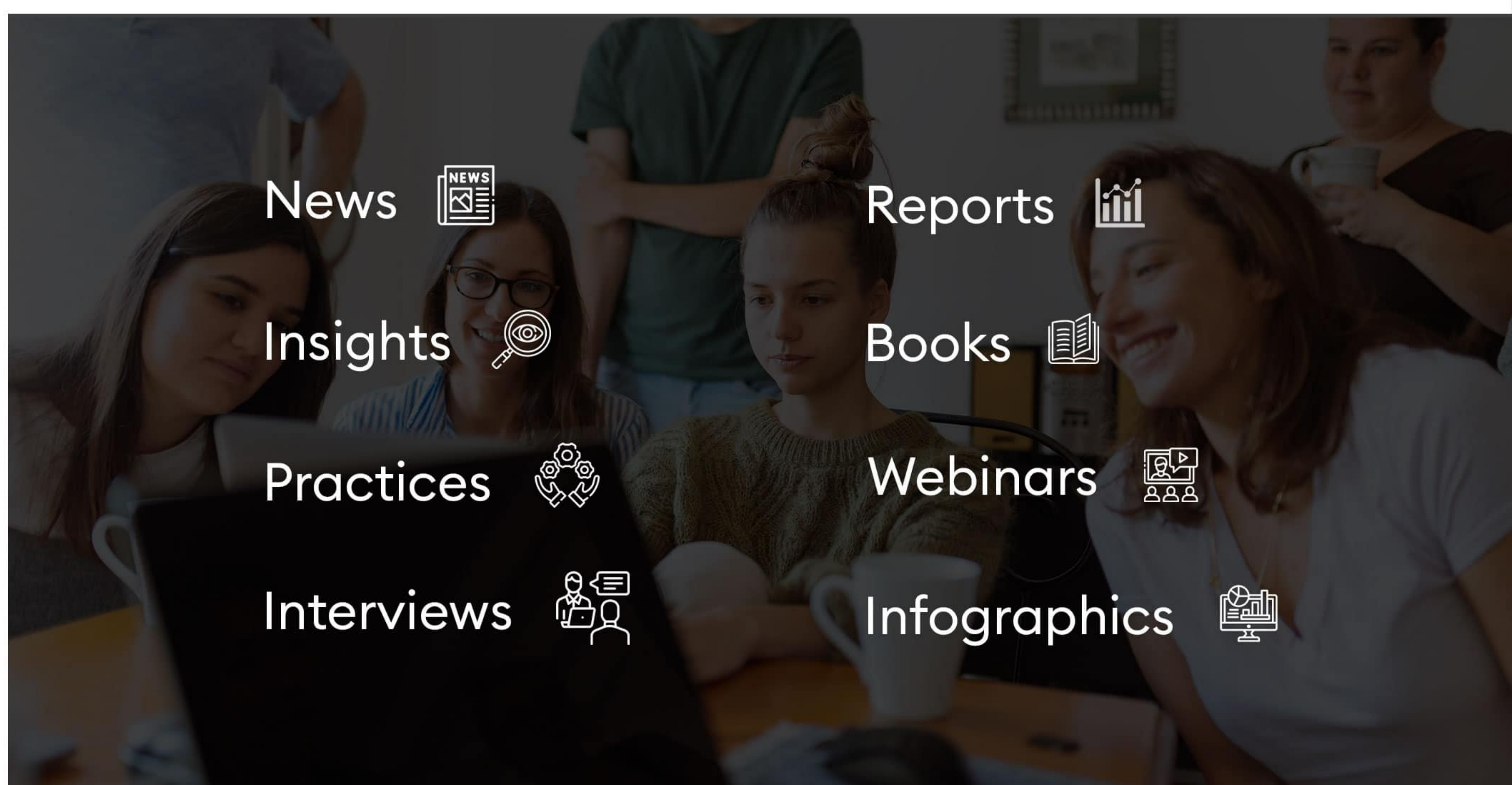
ABOUT ETR

EdTechReview (ETR) is a community of and for everyone involved in education technology to connect and collaborate both online and offline to discover, learn, utilize and share about the best ways technology can improve learning, teaching, and leading in the 21st century.

EdTechReview spreads awareness on education technology and its role in 21st century education through best research and practices of using technology in education, and by facilitating events, training, professional development, and consultation for its adoption and implementation.

EdTechReview.in has grown into a premier media platform for educational stakeholders to find useful news, information and resources on educational technology having a niche readership from over 200 countries and territories across the globe.

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

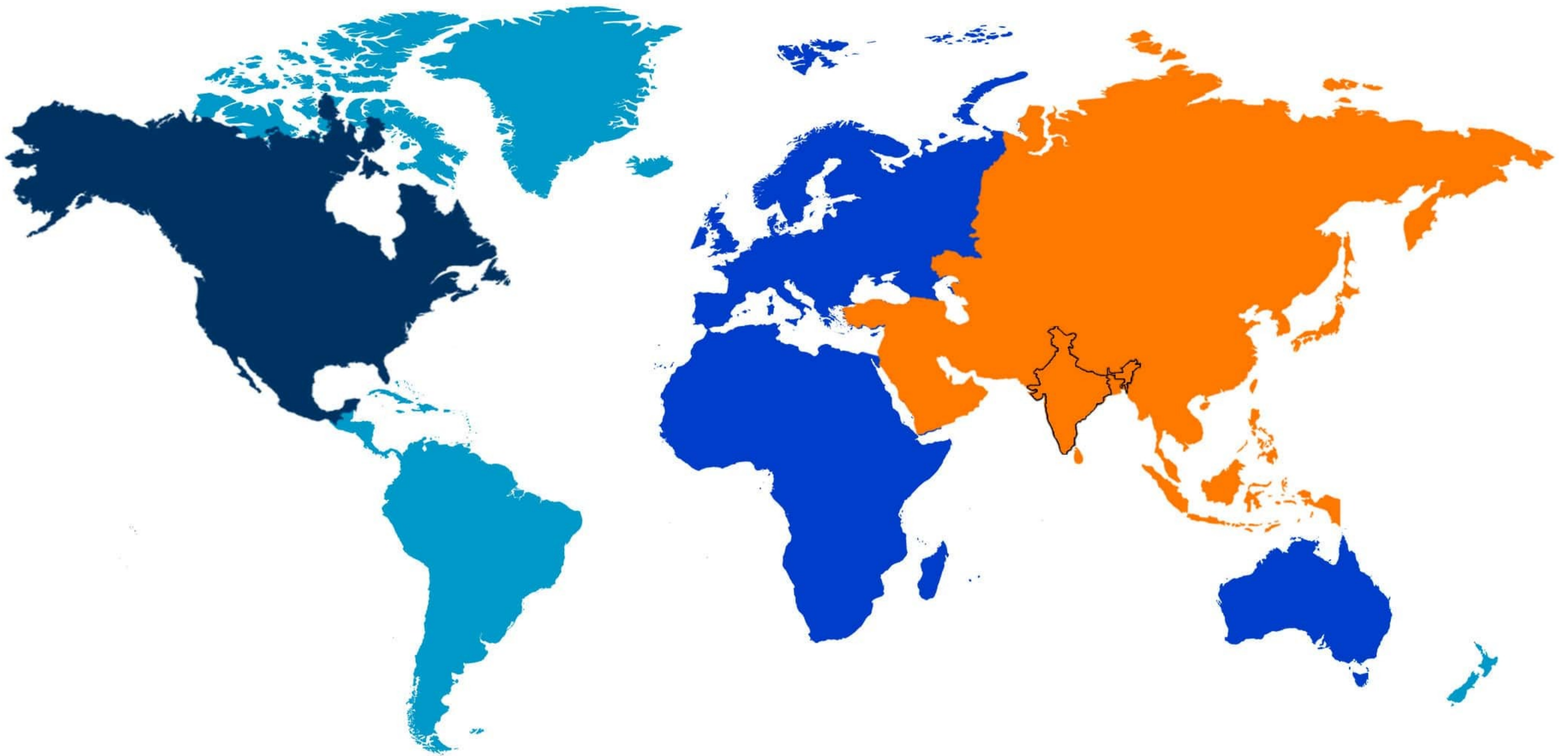
48%

PHD or Above

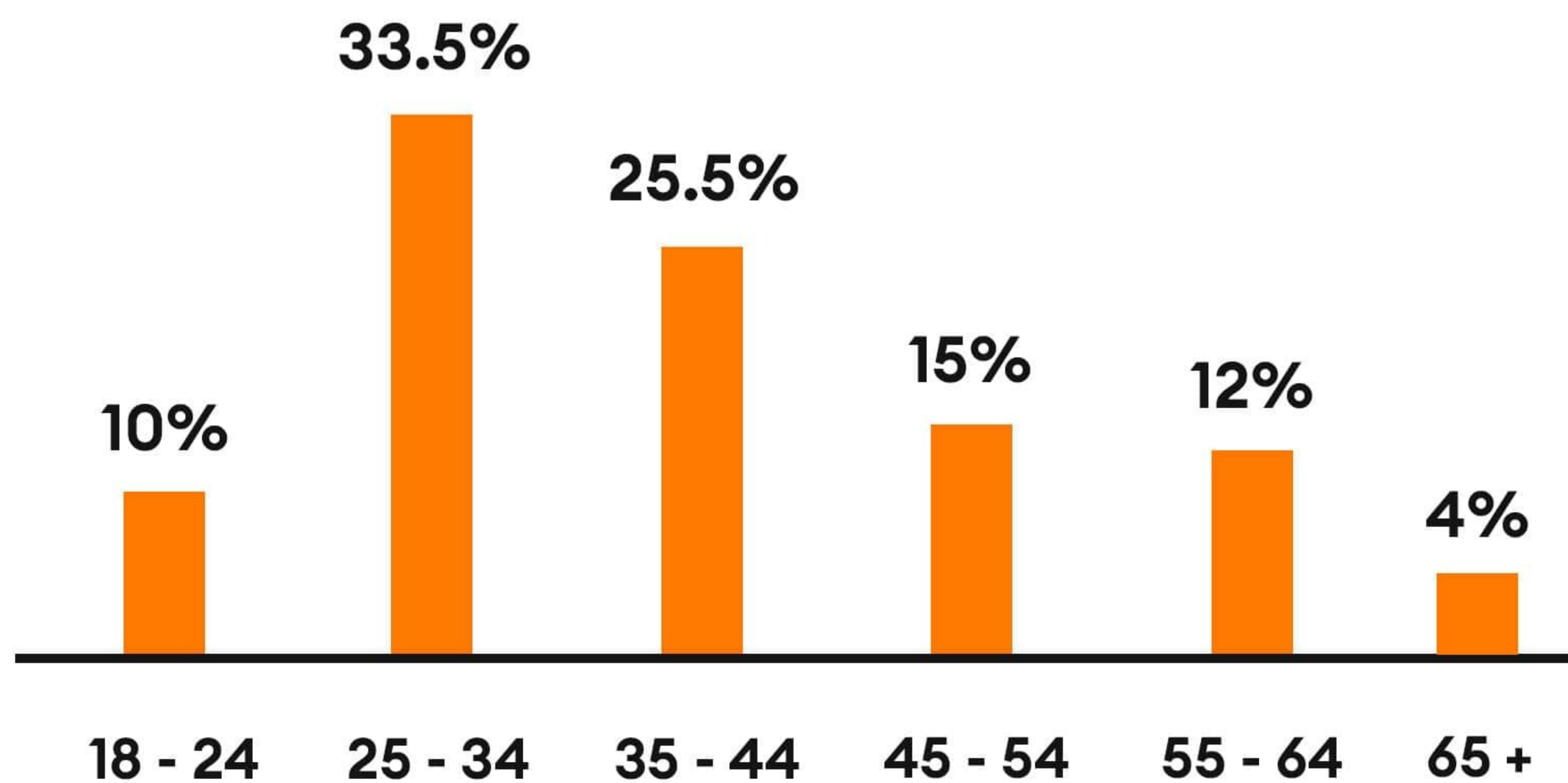
12%

STATISTICS

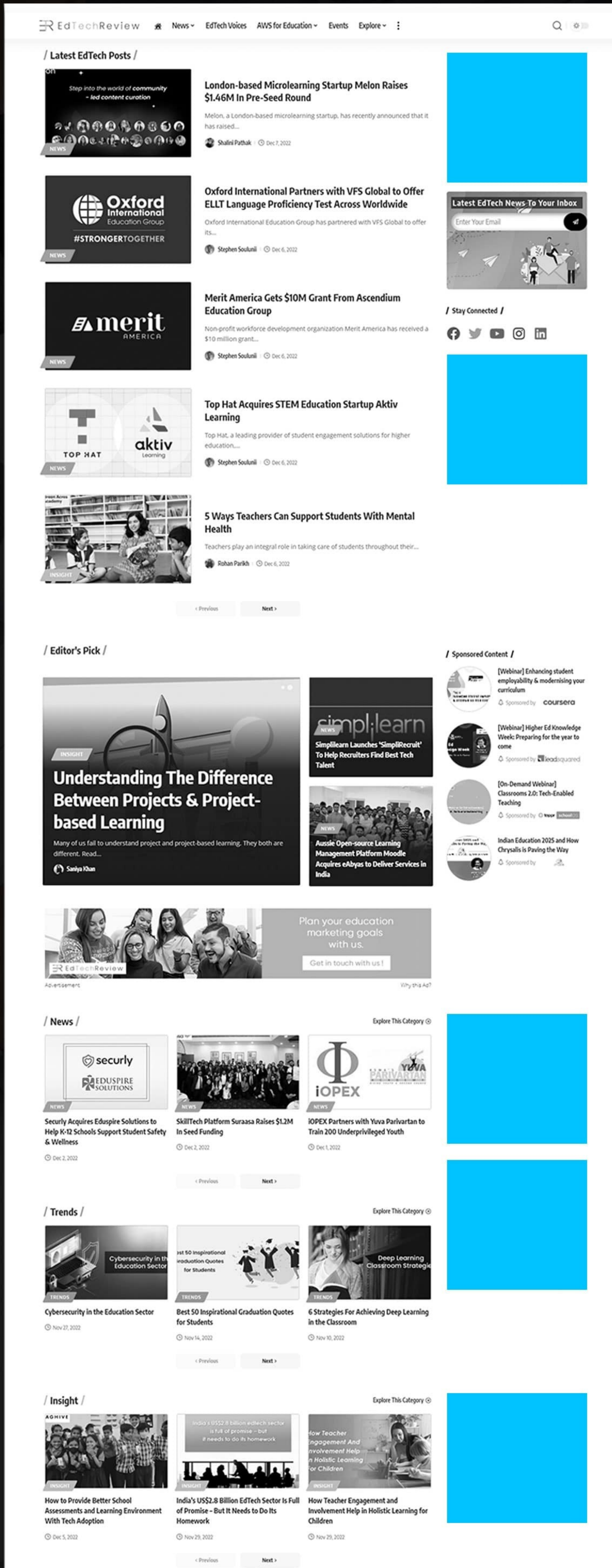
- World-wide



- 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 a category page for EdTech News. At the top, there's a navigation bar with 'EdTechReview', 'News', 'EdTech Voices', 'AWS for Education', 'Events', and 'Explore'. Below the navigation, there's a 'Home > News' breadcrumb and a main heading 'EdTech News'. A sub-heading reads: 'Read all our latest Education Technology News, articles, press releases, journals, tips and more in this section. Explore what is happening across the world in the EdTech sector.' To the right of this text is an illustration of a person reading a newspaper. The main content area is divided into two columns. The left column features a grid of article cards. Each card includes a logo, a title, a short description, and a date. The right column contains a 'Stay Connected' section with social media icons, a 'Latest EdTech News To Your Inbox' email sign-up form, and a 'Latest Post' section with a list of recent articles. At the bottom of the page, there's a 'Show More' button.

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 detailed descriptions for the first two channels. The page features several ad slots highlighted in blue: a large 300x250px slot at the top right, an 830x160px inline slot below it, another 300x250px slot in the mid-section, and a final 300x250px slot at the bottom right. The page also includes a share sidebar, a table of contents, and a "Latest EdTech News" section.

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



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