



Easy Shiksha
A Way of Simple Learning

Media Kit & PR Advertising Pricing — 2026



About EasyShiksha

100K+

Monthly Website Visitors

More than 1,00,000 users visit our platform every month.

400K+

Mobile App Downloads

Our educational app boasts over 400,000 downloads.

35

Domain Authority

A strong score indicating high search engine credibility.

Scale & Reach

Leverage our extensive reach with 1,00,000+ monthly website visitors and 400,000+ Mobile app downloads, supported by a Domain Authority of 35.

Targeted Audience

Connect with a highly engaged education audience including K-12, UG/PG students, competitive exam aspirants, institutions, EdTech founders, and consultants.

SEO & Permanence

Benefit from SEO-optimized permanent content indexing, ensuring long-term organic visibility for your sponsored articles and PR features.

Sponsored Content & PR Starter Media Plan

₹45,000 / Month

Best for boutique PR agencies & early-stage startups.

What's included

- **4 sponsored press releases** / month
- **1 Authored Article** / month
- **1 do-follow link** per article
- **Permanent URL** (SEO indexed)
- Publication within **48 hours**
- Listed under **Press Release** category

Ideal For

Startups validating messaging, small PR firms seeking steady placement and SEO value.



Sponsored Content & PR — Growth Media Plan

₹90,000 / Month

Recommended for funded startups & established PR agencies.

Core Deliverables

- **10 sponsored PR** / month
- **3 Authored Articles** / month
- **2 do-follow links** per article
- **24-hour homepage placement** (one article/week)
- **Social amplification** (LinkedIn + X) of articles
- **Priority publishing** (24 hrs)
- Category tag optimization



Sponsored Content & PR — Authority Media Plan

₹1,75,000 / Month

Designed for enterprise brands & large PR firms seeking authority and analytics.

Core Deliverables

- **20 sponsored PR** / month
- **5 Authored Articles** / month
- **48-hour homepage feature** (2 per month)
- **2 do-follow links** per article
- **App push notification** (1 / month)
- **Social amplification** (LinkedIn + X) of articles
- **1 Founder spotlight** / interview feature
- **Dedicated account support**

Unmatched Value

This plan is crafted for brands prioritizing thought leadership, measurable ROI, and comprehensive multi-channel amplification across app, web, and newsletter audiences. Elevate your brand's presence and impact with our most exclusive offering.

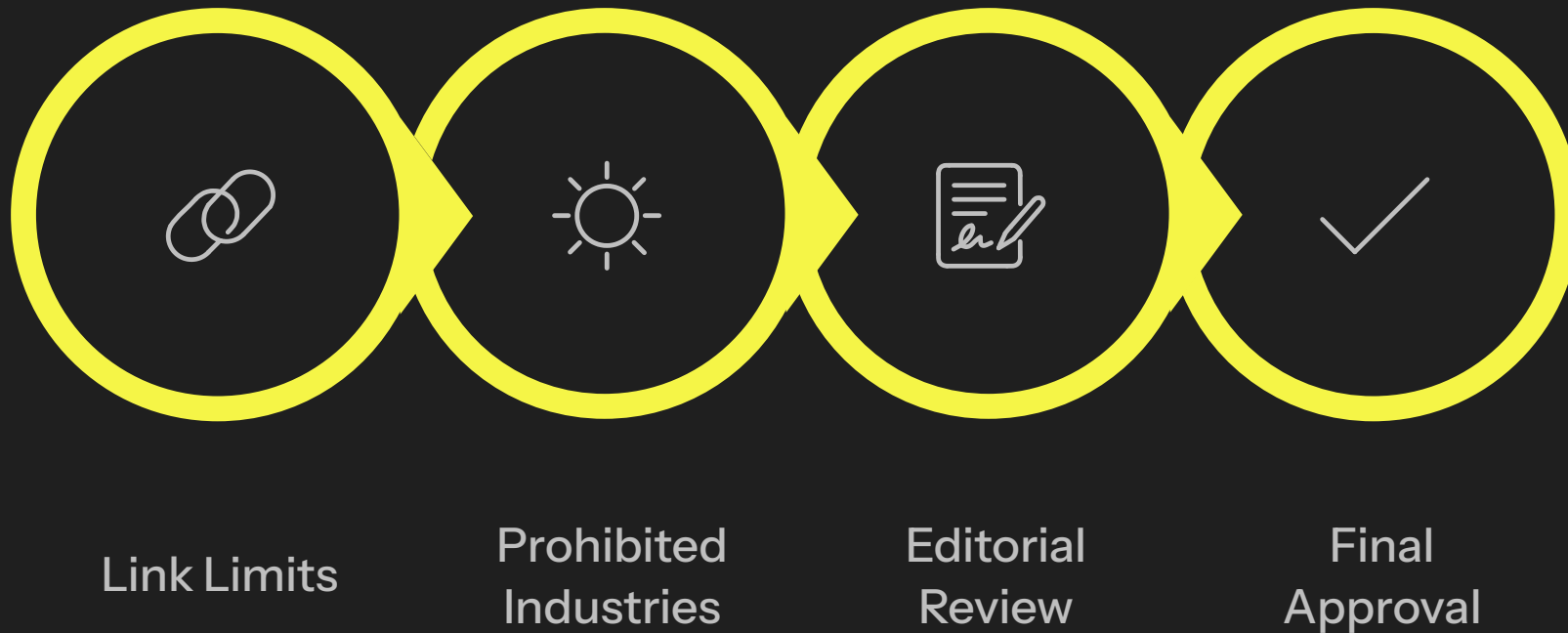


One-Time Publication Pricing (Non-Retainer)

Explore flexible, single-shot options designed for immediate campaign boosts or specific visibility needs, without any long-term commitment.

1	2
Single Sponsored Article	Homepage Feature (24 hrs)
₹15,000	₹15,000
3	4
App Push Notification	Newsletter Blast
₹20,000	₹30,000
5	6
Interview Feature Article	Homepage Banner (1 Week)
₹25,000	₹30,000

These transparent options allow for precise targeting and impact, perfect for complementing existing strategies or launching new initiatives.



Editorial guidelines ensure quality, compliance, and long-term SEO benefit. Below are the core rules and the approval flow for sponsored content.

Core Rules

- Maximum 1-2 do-follow links per article
- No spammy industries (casino, adult, payday loans, pharma)
- Anchor text subject to editorial approval
- Content must be original — no plagiarism

Labeling

All sponsored pieces are clearly labeled to maintain editorial transparency and reader trust.

Why Partner with EasyShiksha?



Niche Education Authority

Market-focused editorial voice trusted by students and institutions across India.



High-Intent Audience

Visitors have education intent — higher conversion potential for course sign-ups and enquiries.



Long-Term SEO Value

Permanent indexed content that builds organic traffic and discoverability over time.



Fast Turnaround

Rapid publishing options (24–48 hours) for timely announcements and campaign agility.



App + Web Ecosystem

Cross-channel exposure via website, app push, and newsletter for layered reach.



Contract Terms

1

Minimum Commitment

All retainer plans require a minimum 3-month commitment to ensure campaign continuity and measurable results.

2

Prepayment Discounts

10% discount for 6-month advance payment. 20% discount for annual (12-month) commitment.

3

Payment Terms

100% advance payment required at contract signing. Custom invoicing available for enterprise accounts.

Contact — Media & Partnerships

Email:

partnerships@easyshiksha.com

Website:

www.easyshiksha.com



Request a Proposal

Tell us your campaign goals, target audience, preferred channels, and timeline — we'll send a tailored media plan and costing within 48 hours.



Ready to Start?

Book a discovery call to discuss creative angles, SEO priorities, and measurement frameworks. Fast onboarding for approved retainer clients.

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