WHO WE ARE
Management Consulted is the world's leading resource on all things consulting with 1.2M+ readers per year. 67% of this audience are young professionals (18-34) in sectors like consulting, banking, tech, medicine, law, engineering, and more.

HOW WE PARTNER WITH ORGANIZATIONS
- Recruiting Support (pg. 2)
- Sponsored Evergreen Content (pg. 3)
- Podcast Sponsorships (pg. 4)

~ 6 M PAGE VIEWS PER YEAR
70 K+ EMAIL SUBSCRIBERS
34 % AGE 25-34

1 M+ UNIQUE USERS PER YEAR
~ 20 % INDUSTRY HIGH OPEN RATE
33 % AGE 18-24
RECRUITING SUPPORT
FINDING THE RIGHT TOP TALENT FOR YOUR ORGANIZATION

WHAT WE DO
Management Consulted provides recruiting support for consulting firms, Fortune 1000 companies and top business schools (i.e., HBS).

We recommend a 3-tier program to:
- Identify target personas
- Build a pipeline of talent
- Increase brand awareness

BUILD YOUR TEAM
A successful recruiting strategy encompasses a curated, multi-pronged approach. Access MC’s community to recruit the right individuals as you grow.

CONTACT
Namaan Mian, COO
Email: namaan@managementconsulted.com

WHAT TO EXPECT

Discovery (phase 1)
- 1 live virtual firm info session;
multiple email intro of firm to 70K+ subscribers

Pipeline (phase 2)
- 1 live virtual case prep session; resume collection and screening for 1 role

PRICE
Starting at $12.5K
SPONSORED CONTENT
TO ENHANCE FIRM AWARENESS

WHAT WE DO
1. Co-develop curated, evergreen content to promote firm, expand recruiting pool, build story, and raise brand awareness.
2. Maintain the world’s largest searchable directory of Consulting Firms (300+ and counting).

MC VALUE PROPOSITION
1. Massive market penetration: 1M+ readers per year looking to join firms
2. High user engagement: 70k+ email list with high open rates
3. Multi-channel: Website, email, podcast, social media
4. Growing platform: 33% increase in page hits in 2021

CURATED, EVERGREEN CONTENT
What makes the firm unique:
- Firm profile
- Office profile
- Career profile
- Day-in-the-life
- Partner interview

FIRM DIRECTORY
Snapshot of firm stats:
- Firm overview
- Locations
- Practice areas
- Starting salaries

PRICE
3 Article Series - $10K/yr

TOP 25 FIRMS LIST
With purchase of 3 Article Series, firm receives sponsored entry on list of Top 25 Consulting Firms
DEMOGRAPHICS

Our audience is made up of smart, ambitious professionals looking to take the next step in their career journeys.

Location: 58% North America, 19% Europe, 16% Asia
Gender: 56% Male, 44% Female
Age: 38% 25-34 years old

BE A GUEST

Want to speak directly to our audience? Email your pitch to:
podcast@managementconsulted.com

Recent popular guests have included Keith Bevans (Head of Recruiting, Bain), Amber Grewal (Chief Talent Officer, BCG) and Nicholas Farhi (Partner, OC&C).

ABOUT THE POD

Strategy Simplified - with over 250,000 downloads/year - is the world’s premier podcast on all things business strategy, consulting, and careers. The podcast uses case studies and expert interviews to make complex business strategy concepts meaningful and applicable.

ADVERTISE

Strategy Simplified offers tailored sponsorship packages. Details and pricing on next page.

FEATURED IN

>250K

DOWNLOADS/YEAR

4 PUBLICATIONS

5 STARS ON APPLE
SPONSOR THE PODCAST

SPONSORSHIP PACKAGES

LEVEL 1: $500
- 4 host-read podcast advertisements (2 pre-roll, 2 mid-roll) over 1-month period
- Link to your landing page in a prominent location in each episode's show notes

LEVEL 2: $1.5K
Level 1 plus...
- 1, 30-minute podcast interview (topic and questions co-developed)
- 2x promotion to all MC social channels (30K reach)

LEVEL 3: $3K
Level 2 plus...
- 1 email promotion of podcast episode (70K+ subscribers)
- 1 evergreen article promoting the podcast episode

Set up a call with Namaan (namaan@managementconsulted.com) to discuss how Strategy Simplified can get you in front of your target audience.

www.managementconsulted.com/podcast
WEBSITE BY THE NUMBERS

FEATURED IN
Business Insider
Financial Times
Forbes
Fortune
Wall Street Journal
Yahoo! Finance

SELECTED PARTNERS
Altman Solon
CVS Health
Facebook
Galt & Company
Motorola Solutions
And 50+ more

WEBSITE USERS

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</tr>
</tbody>
</table>

SOCIAL

/MConsulted (2M+ views, 30K subscribers)
/managementconsulted
@managementconsulted
/MConsulted
/company/management-consulted

KEY DEMOGRAPHICS

Age
• 25-34 years old: 34%
• 18-24 years old: 33%

Gender
• 53% male, 47% female

Country
• U.S.: 51%
• India: 10%
• UK: 7%
• Canada: 6%

https://managementconsulted.com