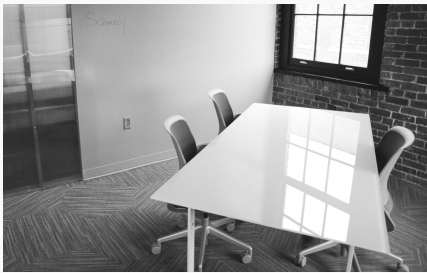


MEDIA KIT



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

STRATEGY SIMPLIFIED

PODCAST



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.

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).

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

ADVERTISE

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

FEATURED IN

4 PUBLICATIONS

> 250K

DOWNLOADS/YEAR



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.

WEBSITE BY THE NUMBERS

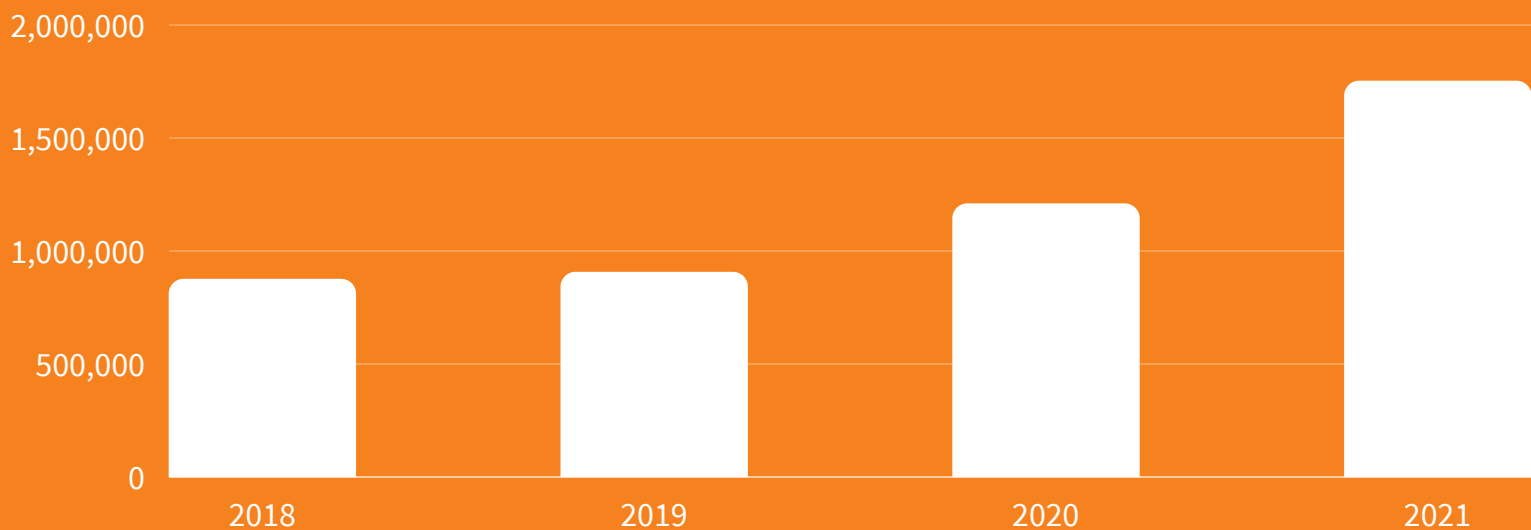
FEATURED IN

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




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%