



Media Kit 2023 | 2024

Empowering students to make the best degree decisions.

MBATUBE™ MASTERGRADSCHOOLS
MBAGRADSCHOOLS MASTERTUBE™

Who we are

In today's world there are more ways to influence minds than ever before, but for all of the change that surrounds us, one thing remains constant. Great stories influence. And we specialize in great stories.

In a crowded business school market we pull the best stories that showcase what makes your school, your programs, your classrooms, and your graduates unique. We do this by sourcing, producing, and writing authentic content, and putting it in front of prospective students around the globe. We know how passionate you and your team are about your institution, and we bring that to life by centering all of our content around the most authentic form of media there is, video.

Through our two video portals: mbatube.com and mastertube.com, you will be able to host your best video content, while our editorial content lives on mbagradschools.com and mastergradschools.com.

Your institution has incredible stories to tell, we're here to pull them out and showcase them to the world.

Send us your questions or request a quick chat with our team.

What we offer

People love stories, especially the ones they can relate to, which is why they are a vital marketing tool for all industries, especially in education. We offer you, educational institutions and service providers, an easy and dynamic way to create and share your stories, increase outreach to a diverse global target audience, increase click-throughs and traffic to your own landing pages, generate qualified opt-in contacts, forecast recruitment results with detailed stats reports, and achieve the best return on investment possible.

Our services are categorized under six sections in this media kit. Click on the section you are interested in to explore how we can collaborate in 2023.

Send us your questions or request a quick chat with our team.

A - Discounted packages

BASIC Package

€ 0

Basic School Profile

PREMIUM Package

€ 5,000


Premium School Profile

- + Remote video + editorial content
- + Minimum 100 leads guaranteed

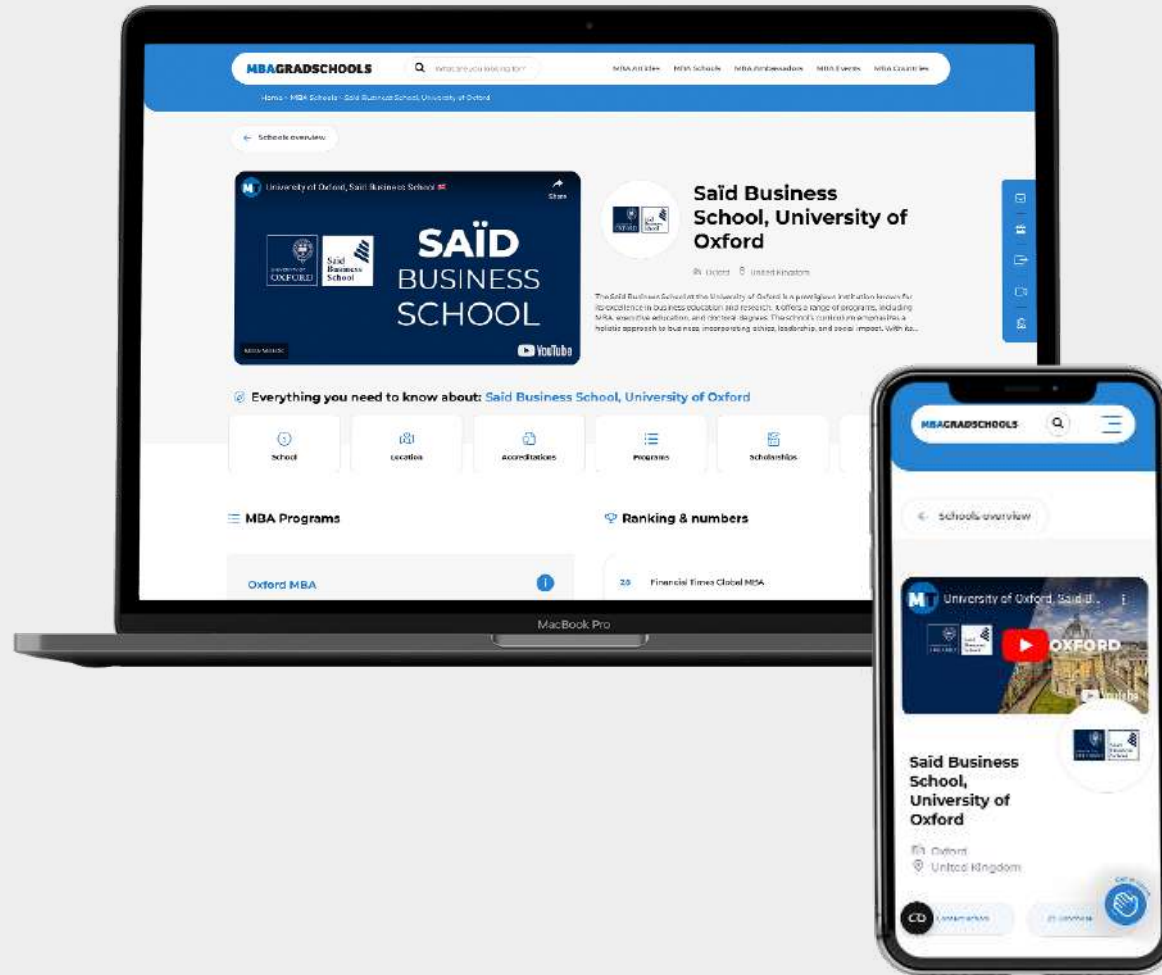
PREMIUM PLUS Package

€ 10,000

Premium + School Profile

- +  In-person video + editorial content
- + Minimum 200 leads guaranteed

Please read further for detailed information about each option



“We have been working with Edunakho for three years and are very satisfied. They know the industry and understand the challenges we face in marketing and recruiting to our programs, and the team is professional and helpful.”



Ann-Kristin Bjurström
Program Advisor and
Admissions
SSE MBA

B - Annual Profiles

€5,000
per year

Premium Profile Benefits

Everything in our Basic Profile Benefits (free) +

1. **Upgraded profile on MBAGRADSCHOOLS and/or MASTERGRADSCHOOLS** - fully SEO optimized with expanded program information.
2. **2 interviews - video + article** Interviews can be done with student ambassadors, alumni, faculty, staff or advisors.
3. **Minimum 100 leads guaranteed targeted and qualified** based on your admissions requirements.
4. **Opt-in opportunities** throughout your profile page
5. **1 Motion Graphic Video** Production
6. **1 YouTube Ad Campaign** - Using the motion graphic video mentioned above.
6. **Eligibility Quiz** which provides you with more qualified leads (see visual mockup attached) based on a customizable quiz to match your admissions criteria
7. **Prioritized placement** throughout our sites

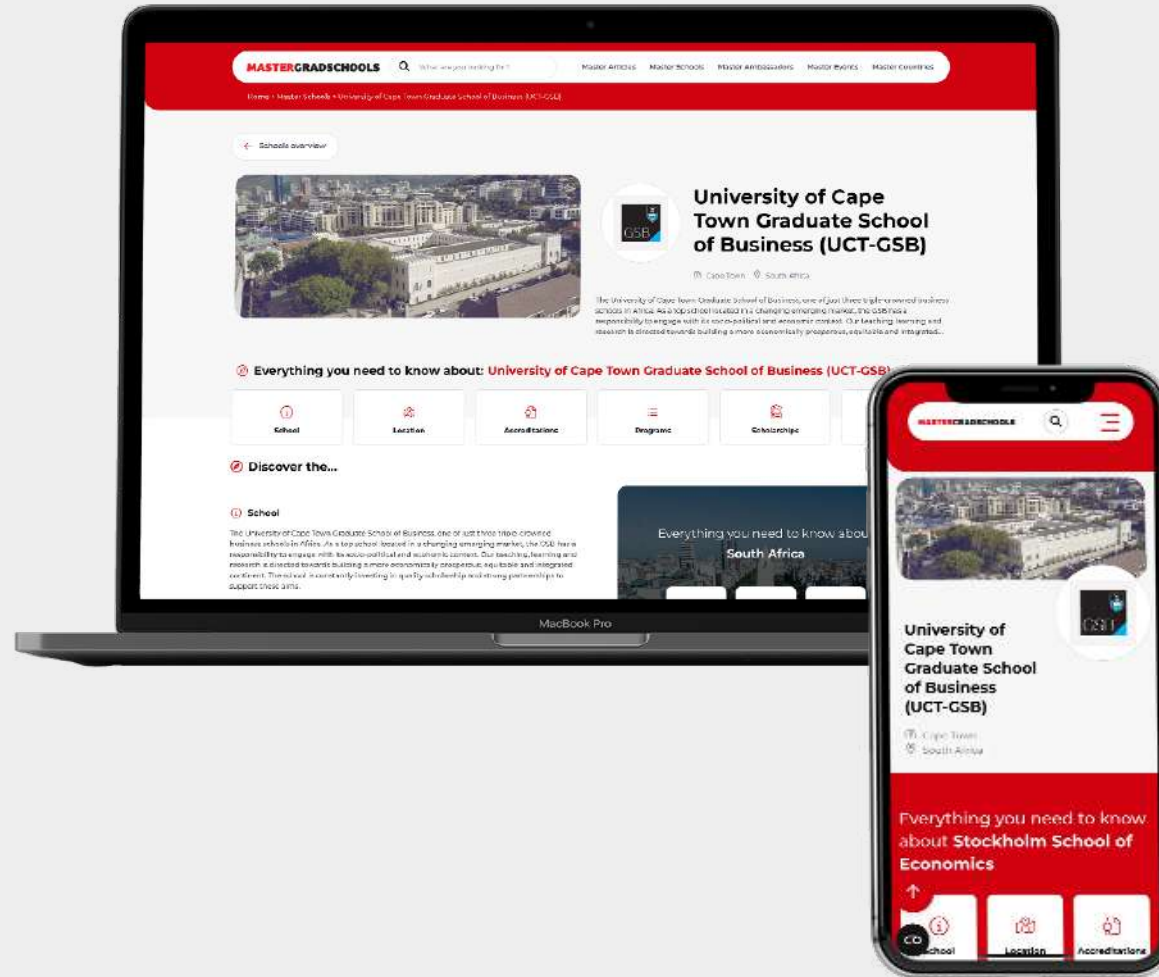
€10,000
per year*

Premium PLUS Profile Benefits

Everything in our Premium Profile Benefits (listed above) +

1. **In-person video production** - interviews
2. **Minimum 200 leads guaranteed targeted and qualified** based on your admissions requirements.

*price applies for European productions, price may vary outside of Europe



“It was a pleasure working with the entire EDUNAKHO team. The whole team provided creative insights and invested into the different projects as if they were their own projects, and it made it more fun to work together.”



Kanika Bharadwaj,
International Marketing
Manager
ESSEC Business School

B - Annual Profiles



Basic School Profile Benefits

1. Host up to **30 of your latest and greatest videos** on mbatube.com and/or mastertube.com
2. **10 videos per category** (About Us, Testimonial, Faculty)
3. Detailed **video statistics** and **A/B testing**
4. **Brochure download** option
5. **School listing** on mbagradschools.com and/or mastergradschools.com with program information written for SEO optimization by our copywriters on the following topics: Location, Programs, Accreditations, Scholarships, Fun Facts.



C - Video content

Video production (On-site and/or Remote)

Nothing tells a story better than video. Video production is a core part of what we do. We come to your campus, we go on location or we record remotely – whatever your preference, whatever the situation, we can create videos around it. Our professional videographers and editors will work with you to **create videos that truly capture the essence of who you are.**

All our videos can be converted to various aspect ratios to fit the channel and device of choice and captions for silent viewing are possible.

“Our project with EDUNAKHO was a huge success thanks to their creative approach, attention to detail and professionalism. We look forward to working with them again on future video projects.”



Brandon Kirby,
Senior Director of Marketing,
Sales and Admissions
RSM Erasmus University

“EDUNAKHO is a great resource for prospective candidates. In an era like the one the world is in now, offering video marketing is a unique way to help showcase our strengths as a school!”



Teresa Pires,
Associate Director
**Queen's University Smith
School of Business**

1.

2.

3.

EDUNAKHO branded videos

Offering an independent third-party perspective, we create videos that offer editorial and authoritative content and opinions on your school. EDUNAKHO has created different MBATUBE | MASTERTUBE branded video formats, where we feature your school and/or your students' experiences. Our viewers have come to trust us as experts to lead them in their education decision making process.

Feature video - €1500-3500*

- Choose from one of our standard formats
- 3 min videos, 3 edit rounds, 1 filming location
- Examples

1. MBATUBE | MASTERTUBE visits

2. A day in the life

3. Where are they now (remote)

*Prices include travelling costs, preparation, production and postproduction. For schools outside the EU there is a €1000 travel stipend.

1.

2.

3.

“We are happy to continue our partnership with EDUNAKHO. This collaboration has resulted in increased brand awareness and catapulted the Syracuse MBA to a top-of-mind program for candidates globally.”



Shri Ramakrishnan,
Assistant Director, Graduate
Recruitment,
**Martin J. Whitman School of
Management**

School branded videos

Producing high-quality videos that bring your stories to life can be cumbersome and expensive. Let us take the hassle out of the process by creating your school videos for you, with pricing that won't break the bank. If you have existing footage that needs editing, we can also help – contact us for more information.

1. Corporate video = €850 - €3500

- 3 edits rounds, multiple locations possible
- Various formats possible

2. Remote video = €1500

- Student profile video
- Share your alumni's experiences through their own camera rolls
- Recorded remotely from anywhere in the world

3. Motion Graphic Video = €1000

- 60 seconds
- Text animation
- May include school b-roll footage

4.

4. YouTube / Social media ads = price on request

- Bumper, Discovery or skippable ads
- 6 seconds, 29 seconds or full-length
- Captions

5.

5. Online or Blended learning / lecture content = €20,000

- 50 school branded lectures
- Average 15-30 mins lectures
- Live editing, i.e. fast delivery
- 3 live feeds and split screen options

6.

6. Interactive videos = price on request

- Including use of software, storage and streaming
- Multiple language options
- Insert a login, chapters, test or game to engage your viewers

“The professionalism of the team meant we could remain largely hands-off during production. Their ease of working directly with the lecturers played an instrumental role in the success of our project.”



Andrew Dalik,
Strategic Brand Projects
University of St.Gallen

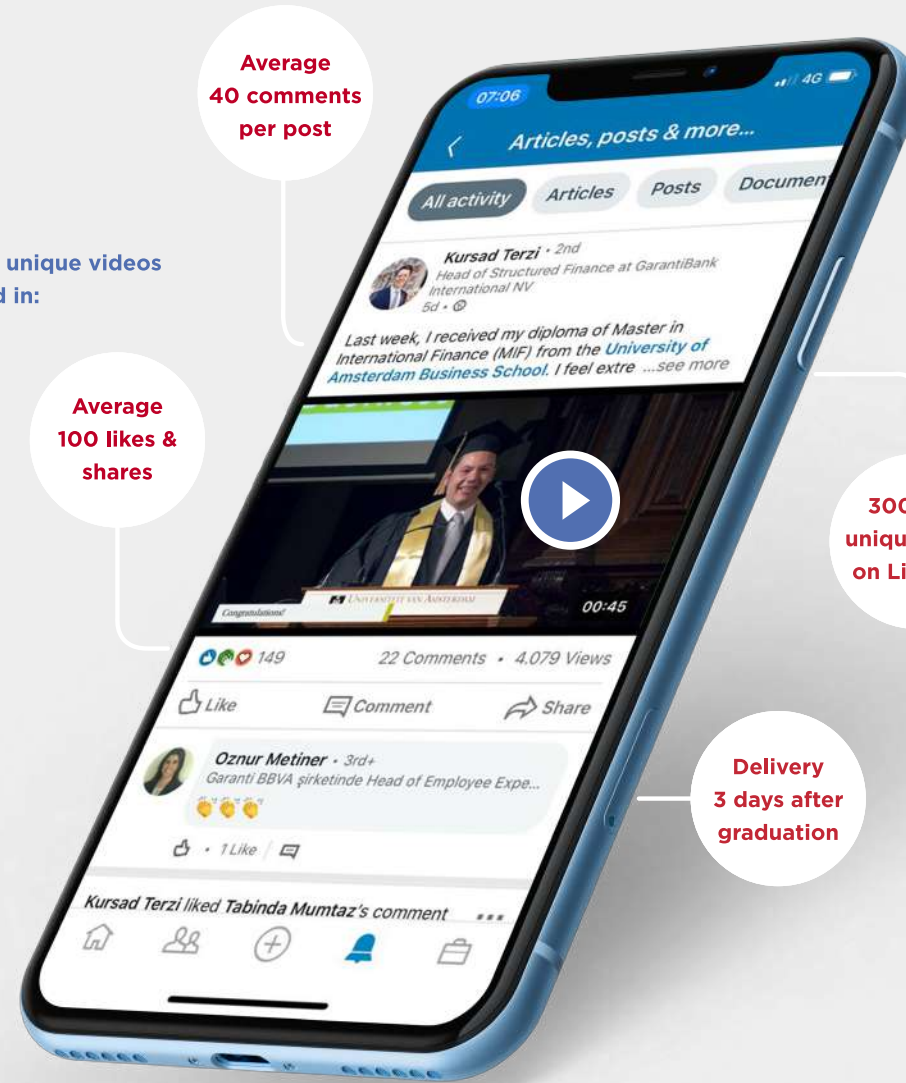
Eg. 100 unique videos resulted in:

Average 40 comments per post

Average 100 likes & shares

300,000 unique views on LinkedIn

Delivery 3 days after graduation



“EDUNAKHO delivered individualized graduation videos for each one of our graduates. We loved it. They loved it. And we will do it again!”



Jesper van de Voorn,
Marketing & Innovation Lead
**University of Amsterdam
Business School**

Grad-You-ation

Word of mouth marketing has never been this easy!

Reach your graduates' personal networks by offering them a product they will be proud to share with their peers.

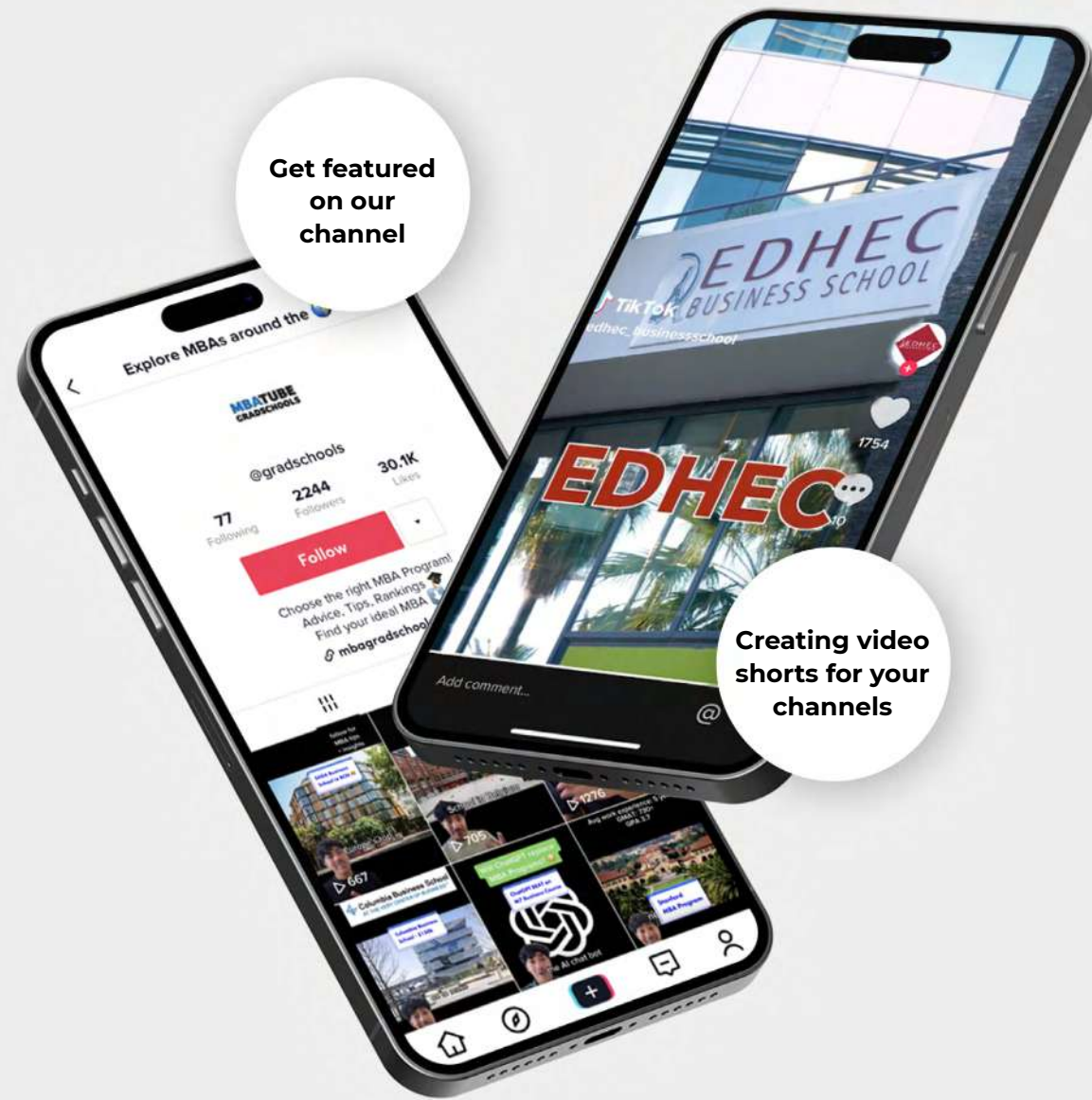
Aligning marketing strategies with emotion has already proven to be successful, but tapping into fond memories can be an invaluable tactic, especially for engaging your prospective students. Create **tailored individual graduation videos** for each of your graduates. Give them something to treasure, while engaging with a potential new audience of future graduates.

7. Grad-You-ation videos = € 10,000

- 100 individual 60 second graduation videos
- Generic compilation
- Social media format (easy for graduates to share)
- Huge viral effect with great reach
- Fast delivery / nostalgia marketing
- **The perfect virtual graduation gift**



Grad-YOU-ation™



“It was an absolute delight working with the Edukhano team, from start to end. They truly understand what makes great content, which makes our collaboration all the more rewarding. They are now our trusted content partner.”



Wedad Sunny
Deputy Director & Head,
Marketing & Admissions,
MBA Programs
NUS Business School

Social Media Shorts

The world’s media consumption has changed, short-form videos have become a necessary part of any marketing strategy due to their ability to grab & hold attention and their sharability.

If you’re looking to showcase your university’s culture, campus life, and academic offerings through video shorts on social media platforms like TikTok, YouTube shorts, and Instagram reels, our team can produce engaging and effective video content that resonates with your target audience.

Whether you allow us to produce video content for your own platforms, or you want to leverage our audience by being featured on our channel, let us bring your university’s values and student success stories to life.

We offer the following:

- **5 shorts** = €3,000
- **10 shorts** = €5,500

Or get a featured video on our **@gradschools** TikTok account for only €500!

“Our first year working with EDUNAKHO for the emba X program has been a great experience – the highlight of which was their visit to our campus! Everyone really enjoyed taking part in the filming, thanks to the professionalism, efficiency and great attitude of the entire crew.”



Nathalie Naveda,
Head of Marketing and Talent
Acquisition - EMBA HSG &
EMBA ETH HSG (emba X)

Share your unique stories!

Embedded lead gen form

Credible video source

Video Example

Article Example

D - Editorial content

Our sponsored articles will focus on what you're looking to showcase within your marketing strategy, be it your incredible career center, your diverse classrooms, or your programs IP provided by your innovative professors. Every article we write will include an accompanying video asset that not only brings the text to life, but gives the reader a comfortable level of credibility. Additionally, every article will be promoted with a lead campaign that guarantees a minimum of 100 targeted leads per article.

Every article we write will include an accompanying video asset

We offer the following:

- 1 article = €2,000
- 3 articles = €5,500
- 5 articles = €9,000

For articles with 500 - 1000 words. Additionally, every article will be promoted with a lead campaign that we guarantee a minimum of 100 targeted leads per article.



“Working with the Edunakho team has been really helpful and enjoyable, we have been able to extend our MBA brand and messaging across a different platform and to a new audience, supported further by an alumni ambassador programme. We very much look forward to creating more content and connections together in the future.”



Helen Harding-Male,
Marketing & Communications
Coordinator - MBA Programme
**Cambridge Judge Business
School**

1

Bumper ads

Bumper ads are 6 seconds or shorter and play before, during or after a video. Viewers don't have the option to skip it. These ads are perfect if you want to create awareness and if you want to reach a larger audience with a short, memorable message. You pay per 1.000 views which makes them very affordable.

2

In-stream Skippable ads

In-Stream Ads appear before, during, or after video content and are skippable after five seconds. You pay on a cost-per-view basis and are only charged when someone clicks on the ad, watches 30 seconds of it, or watches the whole ad. Your in-stream ad can be up to three minutes long.

[Download YouTube Ads Proposal](#)

E - YouTube Advertising

We know the dynamics of competing with your peers for quality leads when everyone seems to be fishing from the same sources. You can take advantage of a new audience through our YouTube campaigns which will not only generate clickthrough traffic, but also generate targeted leads, allowing you to measure the success of the campaign through impressions, traffic, and also new leads.

Package A - €10,000

- 6 month YouTube campaign
- Lead campaign using a customizable lead form
- 3 month A/B testing
- 2 ad types (bumper + skippable)*
- Ad-spend included

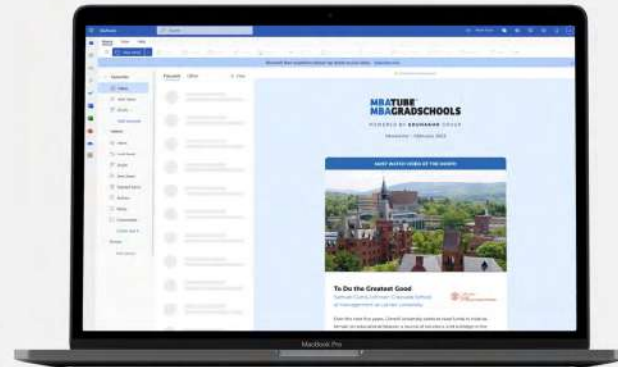
*optional ad creatives for an additional €1,000

Package B - €20,000

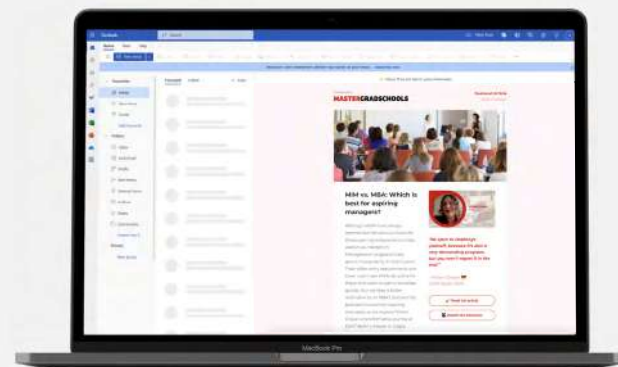
- 12 month YouTube campaign
- Lead campaign using a customizable lead form
- 3 month A/B testing
- 2 ad types (bumper + skippable)
- 2 ad creatives included
- Ad-spend included



eDM



Newsletter Entry



Featured Article

“**MBATUBE & MBAGRADSCHOOLS provide valuable resources for candidates and schools. Candidates are able to watch videos and read articles about their shortlisted MBA programs and see what life on campus is really like before making a final decision.**”



Rick Doyle,
Head of Marketing,
Degree Programs
ESMT Berlin

F - Email Marketing

We offer 3 types for Email Marketing:

- 1. eDM** - Put our database to use, with a direct email campaign we will distribute your personalized mailing (created by you or us) to 1000 targeted email addresses (filtered by region, country, and/or age) distribute your personalized mailing to 1000 targeted email addresses (filtered by region, country, and/or age) to help you reach a whole new audience.
- 2. Newsletter Entry** - We will feature one of your articles/videos at the top of our weekly newsletter with some of the top articles of the week.
- 3. Featured Article** - We create a stand-alone mailing centered around an article that we write and distribute it to our database of potential candidates.

We offer the following:

- **1 x eDM campaign** = €2,500
- **2 x eDM campaigns** = €4,750
- **3 or more eDM campaigns** = €6,000
- **Features Article** = €2,000
- **Newsletter entry** = €1,000

“My MBA class on family business is now fully subscribed and I was asking students why on earth they were signing up for my course in such great numbers. They all said: the video! Thank you MBATUBE!”



dr. Marleen Dieleman
Associate Professor
NUS Business School

MBATUBE

Social Media

Instagram LinkedIn TikTok

Homepage video skin take-over

Display Banner Ads

Banner size options on MBATUBE and MASTERTUBE

Size 1 470 x 470 px	Size 2 220 x 220 px
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Banner size options on MBAGRADSCHOOLS and MASTERGRADSCHOOLS

Size 1 370 x 300 px	Size 2 370 x 355 px
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G - Display Advertising

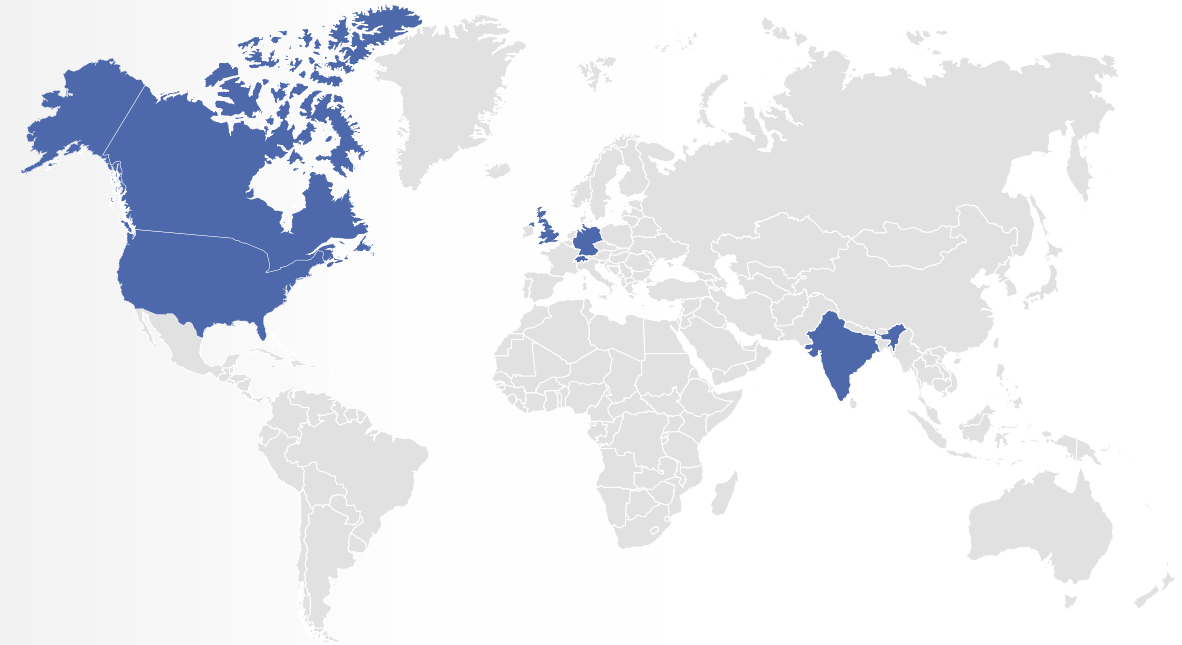
Our portals receive thousands of visitors daily, all of whom are dedicated to continuing their education and exploring options on where best to do this. Thus, the perfect platform for you to reach them and influence their decisions by making sure you are visible. **Easy pricing at €1000 per advertising option** means you always know what you'll get for your spend.

We offer the following:

1. **Social Media** = €1000 per promoted campaign
2. **MBATUBE or MASTERTUBE homepage video skin take-over** = €1000 for 1 month
3. **Banners** = €1000 for 50K impressions

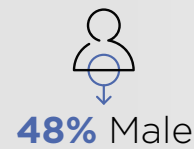
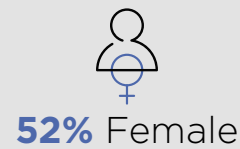
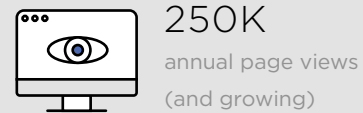
Stats & Demographics

Yes, we know: numbers matter. We have included some of our main statistics on user traffic and behavior below. If you wish to have more details or tailored trends for your school, feel free to reach out.



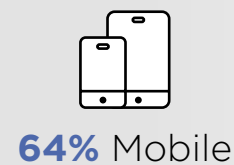
MBAGRADSCHOOLS

(est. 2020)



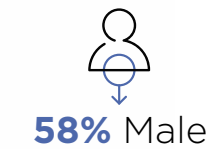
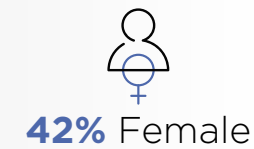
TOP Countries

- United States
- India
- Canada
- Germany
- Hong Kong



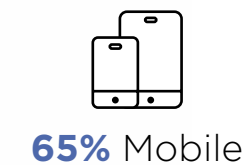
MBATUBE™

(est. 2013)

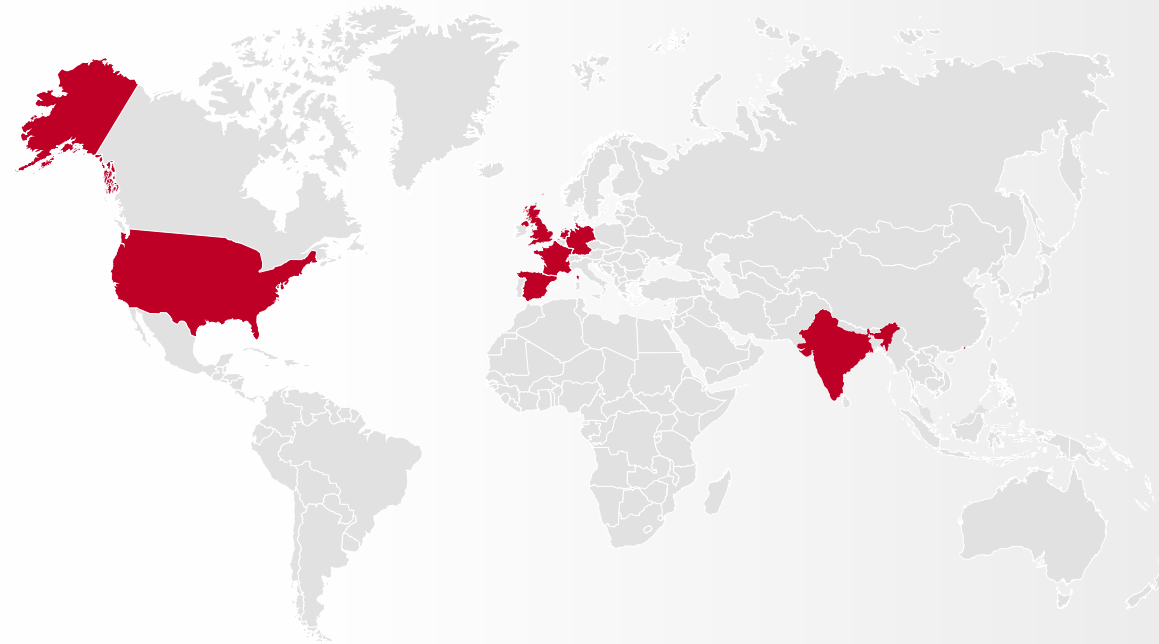


TOP Countries

- United States
- India
- United Kingdom
- Germany
- Switzerland



Send us your questions or request a quick chat with our team.



Stats & Demographics

Yes, we know: numbers matter. We have included some of our main statistics on user traffic and behavior below. If you wish to have more details or tailored trends for your school, feel free to reach out.

MASTERGRADSCHOOLS

(est. 2020)



225K
annual page views
(and growing)



5000
average page
views per article



54% Female



46% Male

TOP Countries



United States



India



Germany



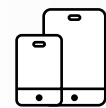
France



United Kingdom



20 - 30
Age



65% Mobile

MASTERTUBE™

(est. 2013)



1M+
annual unique
video views



100K+
social media
following

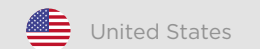


49% Female

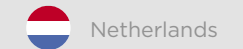


51% Male

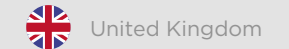
TOP Countries



United States



Netherlands



United Kingdom



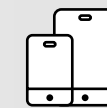
India



Germany



20 - 30
Age



60% Mobile

Send us your questions or request a quick chat with our team.

OUR TEAM



Rick Rudolph
Founder | Managing Director



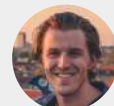
Marta Rodríguez
Content Manager



Phillip Morris
Editor in Chief



Kim Vrij
Editor



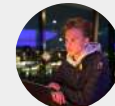
Kevin Parker
Sales & Accounts Manager



Roelof Bezuidenhout
Account and Video
Production Manager



Fern Pearson
Social Media Manager



Tom Jansen
Web Administrator



Patrick Don
YouTube Specialist



Maitane Zárate
Copywriter



Nick Harland
Copywriter



James McKenna
Copywriter



Fynn Roovers
Videographer



Klevis Elmazaj
Videographer



Corneliu Ganae
Videographer



Alex Kain
Videographer



Max Knaapen
Videographer



Hygin Delimat
Videographer



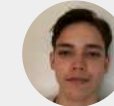
Bartek Woszczyński
Videographer



Maruša Kovačič
Graphic Designer



Cielo Montiel
TikTok & Shorts Content
Creator



Siam Poulsen
Intern

Our Advisory Board



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Business Development Advisor



Maryke Luijendijk
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Stefan Hensing
Design and UX Advisor



Sjoerd van der Eijk
Financial Advisor

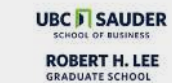
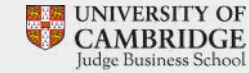


Christian van Seeters
Legal Advisor

Send us your questions or request a quick chat with our team.

Who we work with

200+ Participating graduate schools



Send us your questions or request a quick chat with our team.

We look forward to working with you

AMSTERDAM

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BARCELONA

T: +34 660 862 477

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Edunakho Group

Keizersgracht 174

1016 DW Amsterdam

The Netherlands

BE INSPIRED WITH OUR **MBA** CHANNELS



BE INSPIRED WITH OUR **MASTER** CHANNELS




EDUNAKHO
GROUP

MBATUBE™ MASTERGRADSCHOOLS
MBAGRADSCHOOLS MASTERTUBE™