



Mediakit 2023

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 zoom 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 zoom chat with our team.



A - Discounted packages

BASIC Package

€ 0

Basic School Profile

STARTER Package

€ 6,000

Premium School Profile

+ 1 Sponsored Article

MOST POPULAR

CONTENT Package

€ 10,000

Premium School Profile

+ 3 Sponsored Articles

+ 1 EDUNAKHO Video

TOTAL Package

€ 20,000

Premium School Profile

+ 5 Sponsored Articles

+ 2 Featured Articles

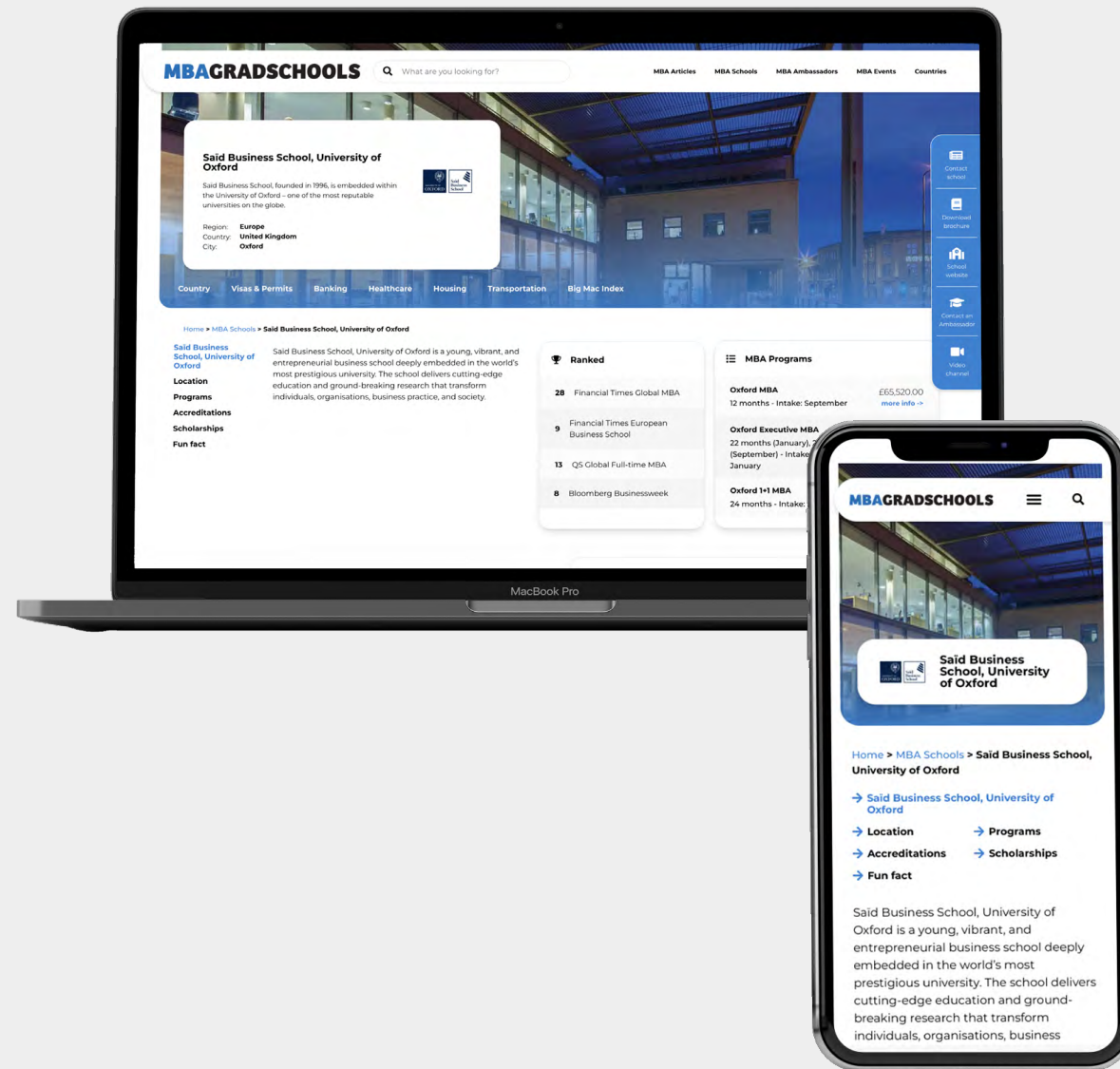
+ 2 EDUNAKHO Videos (Ex #3)

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

€4,500
per year

Premium School Profile Benefits

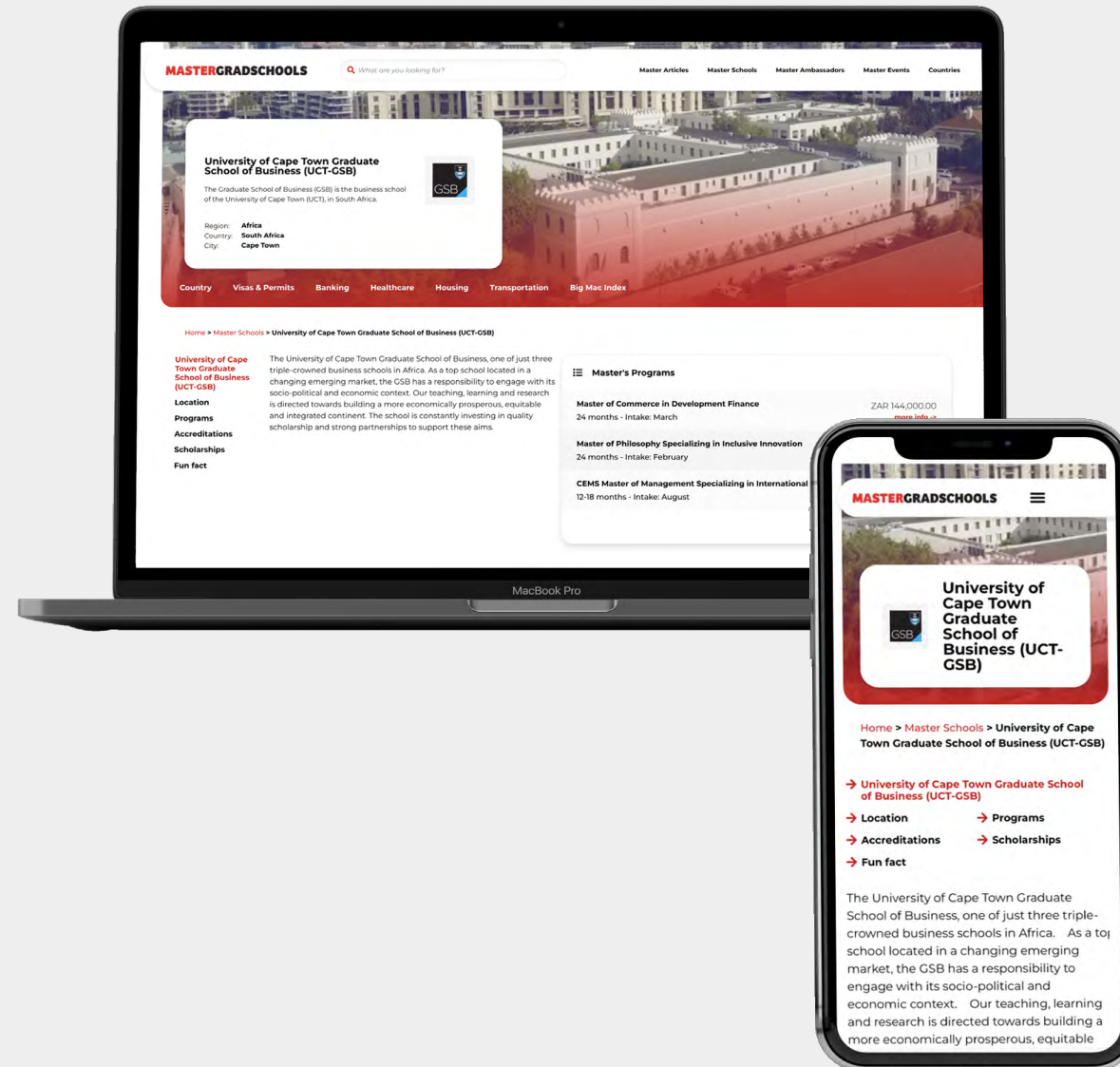
Everything in our Basic Profile Benefits (free) +

1. **Upgraded profile on MBAGRADSCHOOLS and/or MASTERGRADSCHOOLS** - With detailed program information and multiple (trackable) click through opportunities to your school website along with SEO optimized intro text written by our copywriters.
2. Up to **8 student ambassadors** per site (for peer to peer communication)
3. **2 ambassador articles** - We will interview two ambassadors (selected by you) and produce a video & article based on the interview.
4. **2 lead campaigns** - Targeted paid search campaigns that will generate min. 100 leads per campaign.
5. **Opt-in opportunities** throughout your profile page including brochure downloads and direct contact forms.
6. **1 Motion Graphic Video** Production
7. **1 YouTube Ad Campaign** - Using the motion graphic video mentioned above.
8. **Events Listings** with direct sign-ups - MBAGRADSCHOOLS and/or MASTERGRADSCHOOLS Events Module
9. **Prioritized placement** throughout our sites including the homepage logo carousel and listing on country specific pages.
10. **Annual report** on your profile, article, and video performance

“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

FREE

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.

“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



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.

“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.

“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**

1.

2.

3.

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

“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

4.

5.

6.

4. YouTube / Social media ads = price on request

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

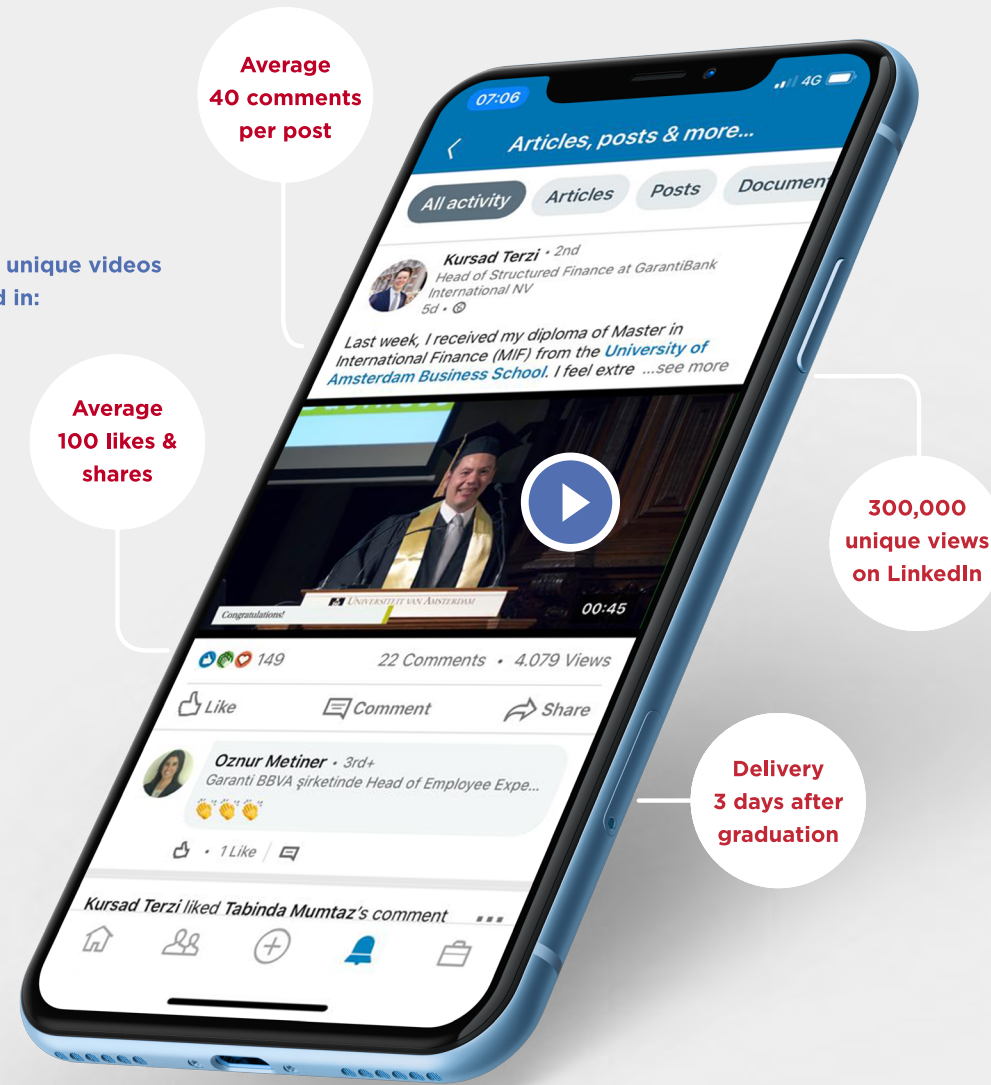
5. Online or Blended learning / lecture content = €20,000

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

6. 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

Eg. 100 unique videos
resulted in:



“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.

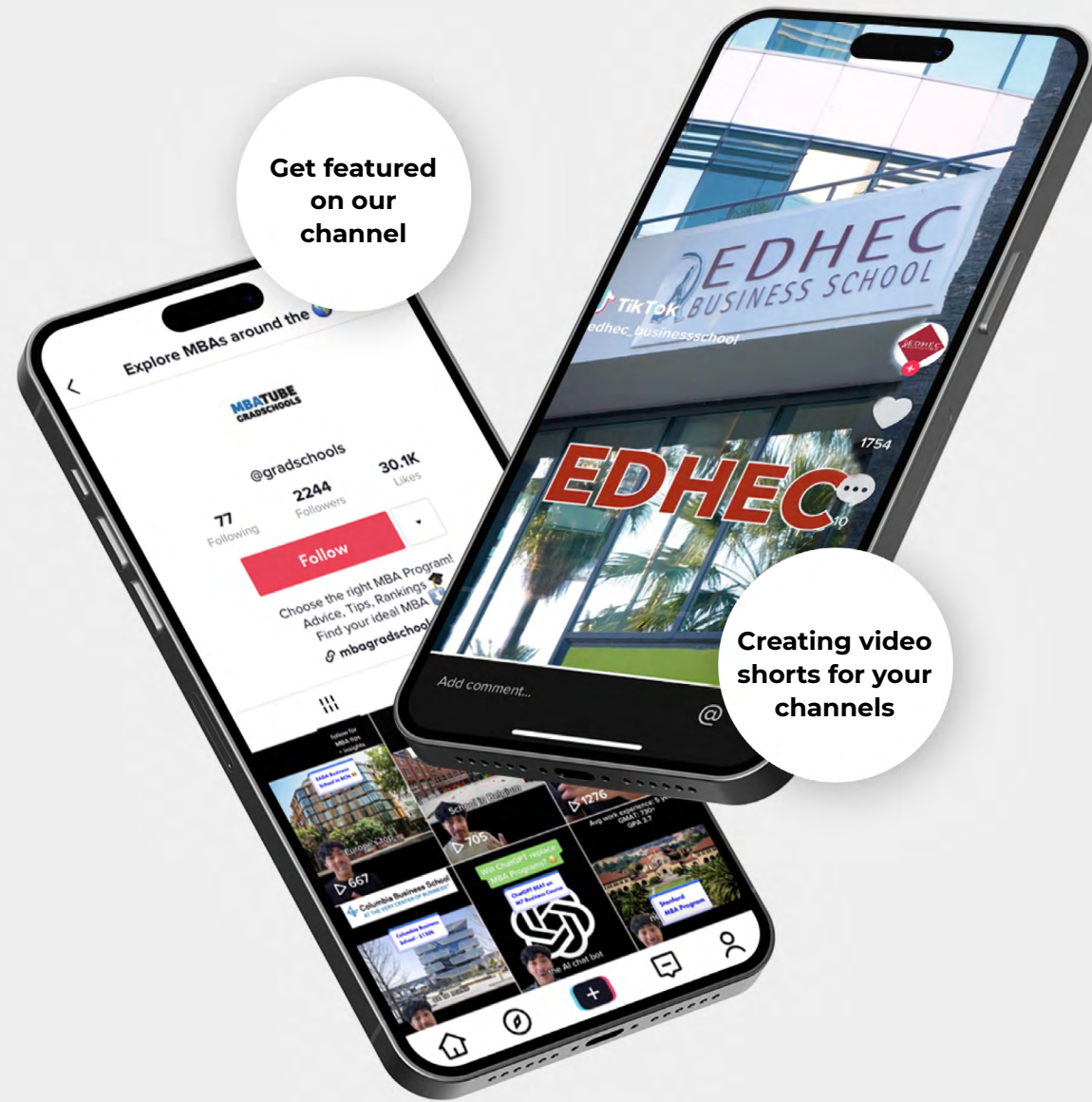
Aligning marketing strategies with emotion has already proven to be successful, but tapping into fond memories can be an invaluable tactic, especially for engaging your prospective students. Create **tailored individual graduation videos** for each of your graduates. Give them something to treasure,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



"Our students and staff thoroughly enjoyed collaborating with EDUNAKHO's video production team. Their professionalism and expertise made the experience enjoyable and rewarding for all involved."



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** = €2,000
- **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.”

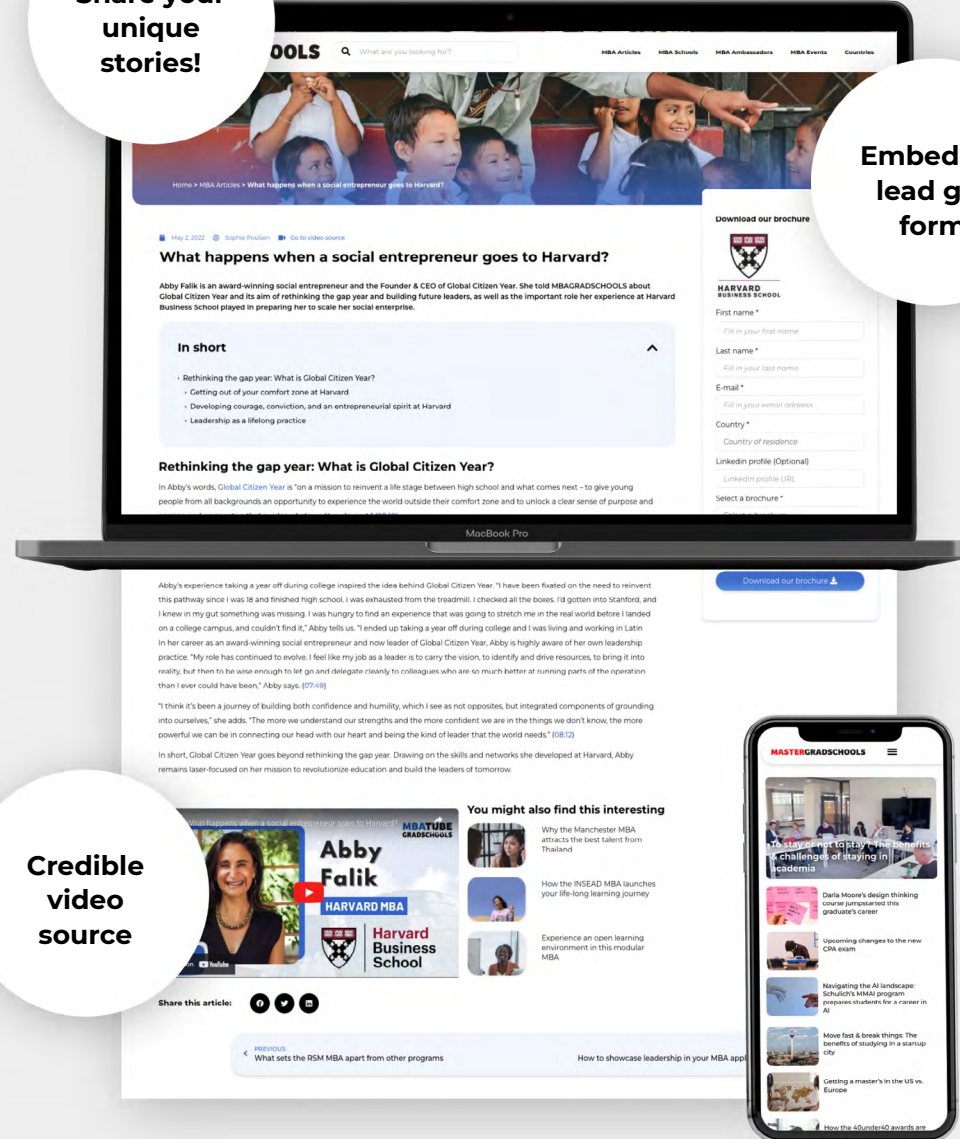


Nathalie Naveda,
Head of Marketing and Talent
Acquisition - **EMBA HSG &
EMBA ETH HSG (emba X)**

**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.

E - YouTube Advertising

We offer 2 types of ads:

1. Bumper Ads (6 sec)
2. In-stream Skippable Ads (29 sec)

Package A - €7,500

- 6 Month YouTube Campaign
- 3 Month A/B Testing
- 2 Ad Creatives (Bumper & Skippable)
- Ad-spend included

Package B - €14,000

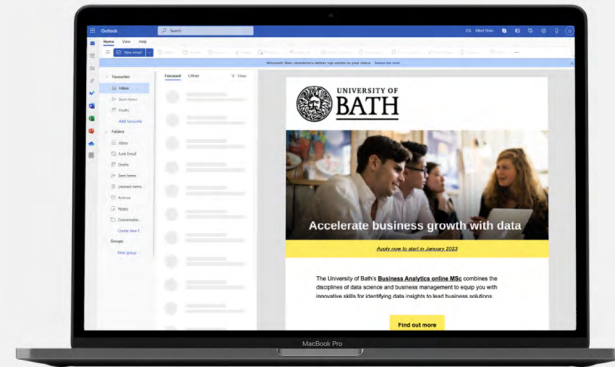
- 12 Month YouTube Campaign
- 3 Month A/B Testing
- 2 Ad Creatives (Bumper & Skippable)
- Ad-spend included

[Download YouTube Ads Proposal](#)

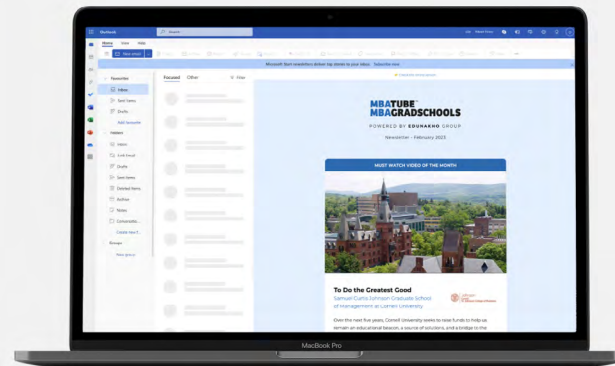
“**MBATUBE & MBAGRADSCHOOLS** provide valuable resources for candidates and schools. Candidates are able to watch videos and read articles about their shortlisted MBA programs and see what life on campus is really like before making a final decision.”



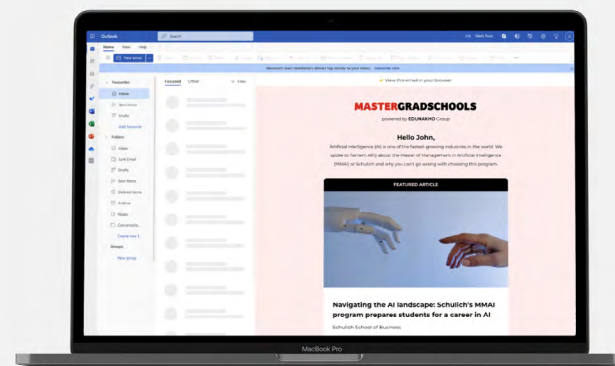
Rick Doyle,
Head of Marketing,
Degree Programs
ESMT Berlin



eDM



Newsletter Entry



Featured Article

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.

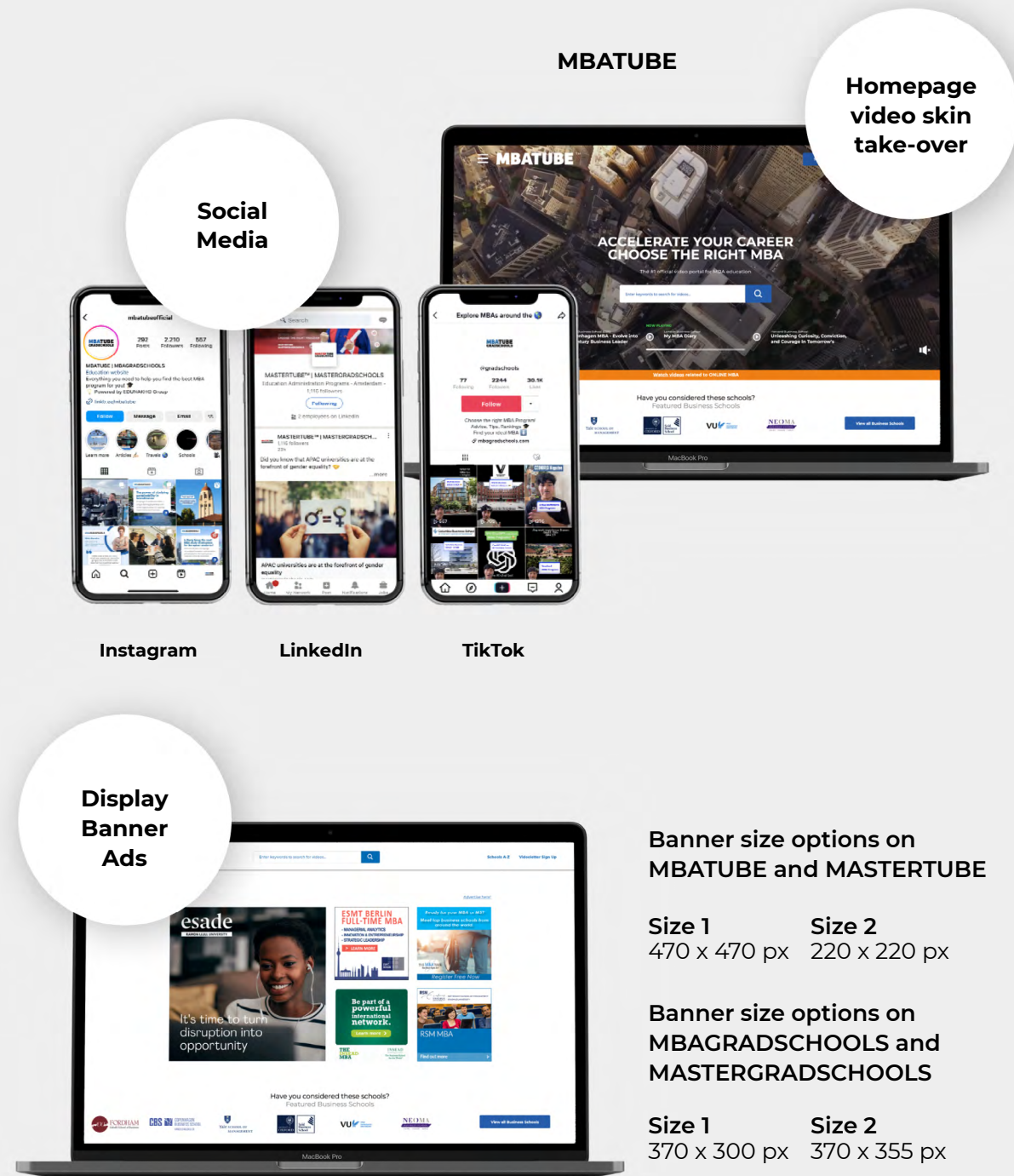
We offer the following:

- **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



G - Display Advertising

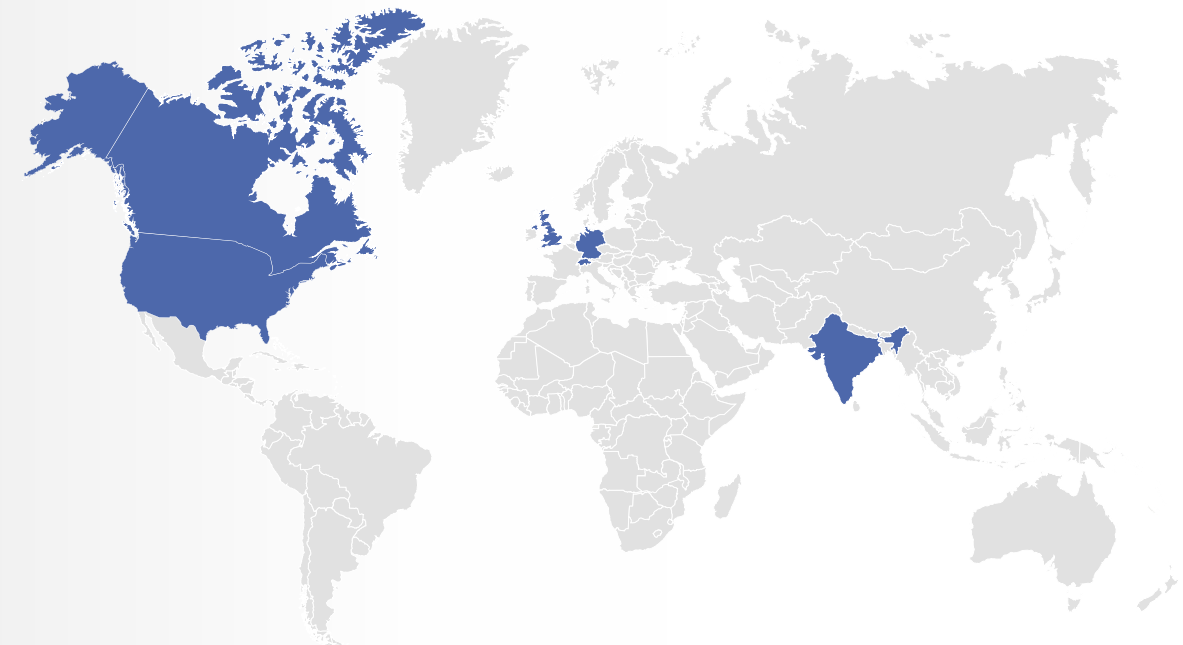
Our portals receive thousands of visitors daily, all of whom are dedicated to continuing their education and exploring options on where best to do this. Thus, the perfect platform for you to reach them and influence their decisions by making sure you are visible. **Easy pricing at €1000 per advertising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



250K
annual page views
(and growing)



5000
average page
views per article



52% Female



48% Male

TOP Countries



United States



India



Canada



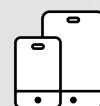
Germany



Hong Kong



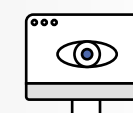
24 - 34
Age



64% Mobile

MBATUBE™

(est. 2013)



1M+
annual unique
video views



100K+
social media
following



42% Female



58% Male

TOP Countries



United States



India



United Kingdom



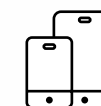
Germany



Switzerland

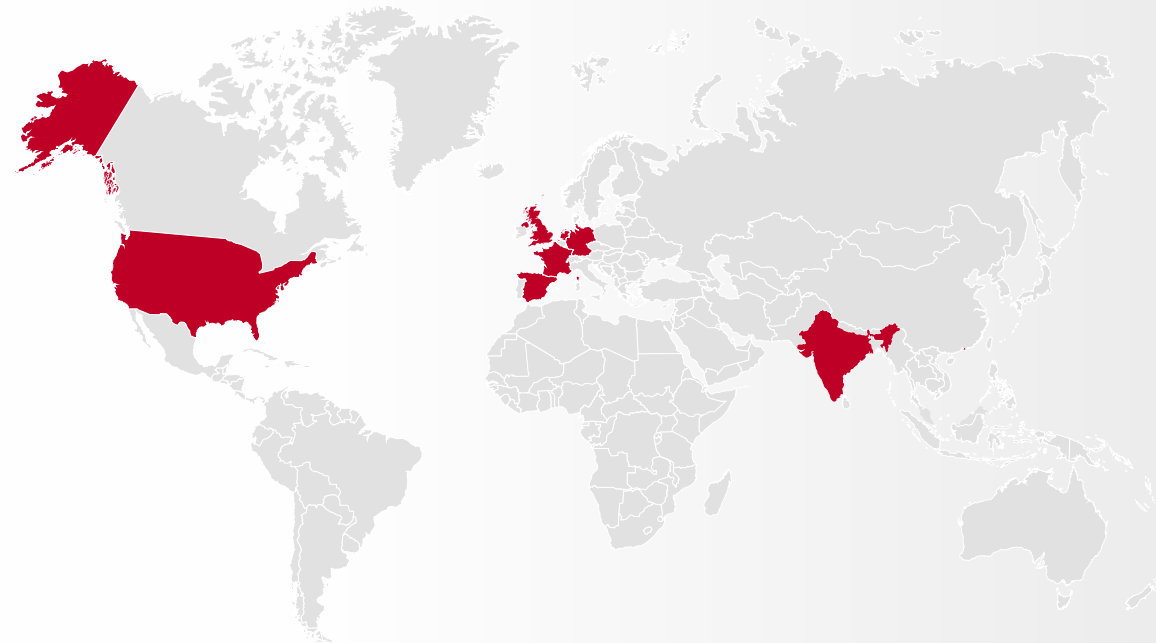


24 - 34
Age



65% Mobile

Send us your questions or request a quick zoom 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



20 - 30
Age



65% Mobile

TOP Countries



United States



India



Germany



France



United Kingdom

MASTERTUBE™

(est. 2013)



1M+
annual unique
video views



100K+
social media
following



49% Female



51% Male



20 - 30
Age



60% Mobile

TOP Countries



United States



Netherlands



United Kingdom



India



Germany

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

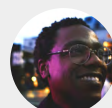
OUR TEAM



Rick Rudolph
Founder | Managing Director



Marta Rodríguez Iborra
Content Manager



Phillip Morris
Editor in Chief



Kim Vrij
Editor



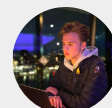
Kevin Parker
Sales & Accounts Manager



Roelof Bezuidenhout
Account and Video
Production Manager



Fern Pearson
Social Media Manager



Tom Jansen
Web Administrator



Patrick Don
YouTube Specialist



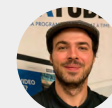
Maitane Zárte
Copywriter



Nick Harland
Copywriter



James McKenna
Copywriter



Fynn Roovers
Videographer



Klevis Elmazaj
Videographer



Corneliu Ganae
Videographer



Alex Kain
Videographer



Max Knaapen
Videographer



Hygin Delimat
Videographer



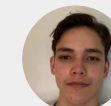
Bartek Woszczyński
Videographer



Maruša Kovačič
Graphic Designer



Cielo Montiel
TikTok & Shorts Content
Creator



Siam Poulsen
Intern

Our Advisory Board



Bregje Spijkerman
Business Development Advisor



Sjoerd van der Eijk
Financial Advisor



Maryke Luijendijk
Industry Advisor



Christian van Seeters
Legal Advisor

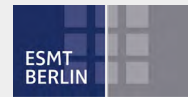


Stefan Hensing
Design and UX Advisor

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

Who we work with

200+ Participating graduate schools



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

We look forward to working with you

AMSTERDAM

T: +31 6 55 21 0007

E: rick@edunakho.com

BARCELONA

T: +34 660 862 477

E: marta@edunakho.com

MAILING ADDRESS

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™**