

Reach India's most **management-focused** Class 11–12 students — before they choose a college.

IPM Careers is the IPMAT coaching brand run by IIM alumni. Every month, thousands of students preparing for a management degree straight after Class 12 — and their parents — use our guides, mocks and tools. IPM Careers Media connects UG colleges with this audience through opt-in, clearly-labelled formats.

724K

Google search impressions in 28 days

Peak season, 21 May – 17 Jun 2026

8,368

Google clicks to ipmcareer.com in 28 days

Peak season · 5,163 in off-season Aug 2026

90K

Impressions inside Google's AI Overviews in 28 days

Our guides are cited as a source · Sep 2026

~10K

Monthly website visitors, off-season

14 Aug – 13 Sep 2026

40K+

YouTube subscribers on @IPMCareers

50K+ views every month

5K+

Students used our IPMAT 2026 Score Calculator

High-intent, post-exam

5K+

Aspirants on our Hash IPMAT mock-test platform

IPMAT · JIPMAT · Rohtak · IIM-B UG

16

Centre locations across 10 cities

Classroom + online across India

Who you reach

- Class 11, Class 12 and drop-year students targeting **IIM IPM, BBA and integrated management** programmes
- Parents — closely involved in college and fee decisions
- **98% India · 65% on mobile** (Google Search Console)
- Engaged with exam prep: mocks, previous papers, cut-offs, college comparisons

Why students trust us

- **AIR 1** in IPMAT 2025
- **15+ selections** to IIM Bangalore's UG programme, 2026
- Mentors and faculty from the IIMs
- Our guides are cited in Google AI Overviews for IPMAT and IIM UG searches

Formats for colleges

Sponsored webinar slot

A 15-minute presentation and live Q&A in our "Best UG management programmes" sessions, promoted across site, YouTube and WhatsApp.

Qualified lead campaign

Students who opt in to hear from your college — verified, consented and delivered weekly. You pay only per qualified lead.

Tool & content sponsorship

Labelled placements on our mocks, score calculator, YouTube videos and college-comparison guides.

When our audience is most active

Oct – Dec

Shortlisting colleges and filling early applications

Jan – May

Exam season: mocks, papers, strategy

May – Jul · peak

Results and the final "which college?" decision

Founding Partner Pilot: **pay only for qualified leads.**

We're opening the pilot to five colleges only. Each partner gets a slot in our live webinar and a lead campaign to IPM Careers' audience, priced per qualified lead so the risk sits with us, not you.

QUALIFIED LEAD CAMPAIGN

Pay per qualified lead

Founding-partner pricing on request · **call / WhatsApp +91 82994 70392** · invalid leads replaced free

- **Qualified** = opted in to your college specifically, mobile number verified by our team, Class 11 / 12 / drop-year, in your target cities
- Delivered weekly with source and consent timestamp
- Campaign promoted across ipmcareer.com, YouTube, WhatsApp and our centres

SPONSORED WEBINAR SLOT

Included in the pilot

Pricing details: **contact us at 8299470392**

- "Beyond IIM: Best UG Management Programmes 2027" — live online
- 15-minute presentation + student Q&A
- Registrants who opt in to your college count toward your leads
- Recording on our YouTube channel

How the pilot works

01

Kick-off call — your programmes, target cities, application dates and what counts as a good lead for you.

02

Campaign live — college page, webinar promotion and opt-in forms go live within 7 days.

03

Weekly delivery — verified leads with consent records, plus a short performance note.

04

Pilot review — lead-to-application results together; decide on the full 2027 season.

What's included

ITEM	DETAIL
Lead campaign	Opt-in forms on relevant guides and tools, YouTube and WhatsApp promotion, weekly CSV delivery
Webinar slot	15-minute presentation, live Q&A, YouTube recording, registrant opt-ins
College spotlight	A factual programme profile on ipmcareer.com, labelled "Sponsored"
Reporting	Leads by city, class and source · we track applications you share back with us
Exclusivity	Pilot capped at five colleges, so each partner gets real attention

Claim one of five founding-partner slots

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