Deshwale.

MEDIA KIT · NOVEMBER 2026

Insight and a fresh perspective on India, in English, Hindi and Gujarati. Positive, never depressing.

Who we are

Deshwale is an independent digital publication from India, a venture of Mangrol Multimedia Limited, Mumbai. We publish explainers, stories and features on society, culture, science, business, everyday life and, in measure, politics, for readers who want to understand their country, not only read about it.

Three languages

One publication in English, Hindi and Gujarati, with the same care in each.

A clean environment

No crime, violence or dark content. Your brand sits beside stories that leave readers feeling better.

People-written

Articles are written and edited by people. Each carries a short, clearly marked AI summary.

Why advertise with us

- **Brand-safe:** a positive publication with an editorial policy, corrections and clear labels.
- **Reach beyond English:** readers of Hindi and Gujarati, whom many digital publications overlook.
- **Honest placements:** everything paid is labelled "Advertisement", "Partner Content" or "Press Release". We never sell links for search ranking.
- **Added reach:** Partner Content packages include our WhatsApp channel and social accounts.

Banner placements

Sold by the month, one advertiser per slot, on desktop and mobile.

SLOT	SIZE	PER MONTH
Top banner, on every page	728 × 90 desktop · 320 × 100 mobile	**Rs 6,300**
In-article banner	300 × 250	**Rs 4,900**
Sidebar banner (desktop)	300 × 250	**Rs 2,800**
Language-section banner (Hindi or Gujarati pages)	As above	**Rs 3,500**

Artwork: WebP, PNG, JPG or GIF, under 150 KB, no flashing, sound or pop-ups.

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Press release and Partner Content

PACKAGE	WHAT IT INCLUDES	PRICE
Press Release Plus	Your release published as received (light edit for language and accuracy), labelled "Press Release", one language, one social post, published within 3 working days.	**Rs 4,200**
Partner Content	An article written by our team with your inputs and checked with you, labelled "Partner Content", one language, WhatsApp channel mention and one social post.	**Rs 10,500**
Partner Spotlight	Partner Content in English, Hindi and Gujarati, WhatsApp mention, two social posts and a home-page placement for 7 days.	**Rs 25,200**
Extra language	Translation and publication in another language.	**Rs 2,800**

All prices are in rupees and exclude 18% GST. Longer bookings can be discussed.

How it works

1
Write to us with your goal, dates and the slot or package you want.

2
We confirm by email. That email is the booking.

3
You pay in advance against a GST invoice and send your material.

4
We go live, check it on phone and desktop, and send you a report.

Our standards

- Paid content is always labelled. Links in paid content are marked "sponsored".
- The advertiser is responsible for its claims. We may refuse, edit for accuracy and language, or remove anything misleading.
- We do not accept betting and gambling, crypto-trading promotion, adult content, miracle-cure or unverified health claims, unregulated lending, tobacco and alcohol, or anything unlawful.
- We do not guarantee views, clicks, sales or search ranking. We share the page views and clicks we record, monthly for banners.

Let us talk

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deshwale.com/advertise

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