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Learn Punjabi

A free home for the Punjabi language and the Gurmukhi script, built for a diaspora trying to hold on to both — and read, every day, by the people almost every brand says it wants to reach and rarely does.

Twenty small sponsorship slots on the whole site. No ad network. No tracking. Nothing beside a lesson.

28,400

pageviews a month

3m 48s

median time on page

143

stories & guides

20slots, site-wide

The whole argument, on one page

Nobody lands on a Gurmukhi alphabet lesson by accident. People arrive here already caring — mid-thought, at eleven at night, doing something they have meant to do for years. That is a different state of mind entirely from being caught between two videos, and it is the only thing we are really selling.

WHO READS IT

The Punjabi diaspora — second and third generation adults in the UK, Canada, the US and Australia, parents teaching children, and students coming through the alphabet alongside a gurdwara class.

HOW MANY

28,400 pageviews and 12,900 readers a month. Pageviews have roughly tripled each month since the site began ranking in late June.

HOW ENGAGED

3m 48s median time on page, 3.2 pages a session, 31% of readers returning. People come here to do something, not to bounce.

WHAT YOU GET

A name, an icon and one line, in the margin beside something someone chose to read. One of 20 slots on the entire site. Nothing expands, blinks, or follows anyone anywhere.

WHAT IT COSTS

£49 a month for a rail slot, rolling, cancel any time. Content, founding and institutional partnerships are scoped individually — indicative figures on page 7.

WHAT WE WON'T DO

No ad networks, no programmatic, no retargeting pixels, no third-party scripts. No placement on a lesson, the quiz, the games, the review deck or anyone's account. No alcohol, tobacco or gambling, at any budget.

Somebody's grandchild will read a letter their grandfather wrote, because of a site their parents found for free. It isn't the worst thing to have your name quietly beside.

What you'd be putting your name to

Every word of this was written, checked and paid for by people doing it in the evenings, because the alternative was that it didn't exist. It has quietly become one of the fullest free Punjabi resources anywhere, and it still grows every month.

992

vocabulary words
across 39 categories

540

real-life phrases in 35
situations

3,420

words and phrases you
can hear spoken aloud

143

stories, language guides
and culture guides

Underneath that sits a 29-lesson course across 7 units, 6 practice games, a quiz with listening practice, free accounts that carry someone's progress between their phone and their laptop, and a personal word deck that brings back whatever they keep forgetting. None of it is behind a login, a trial or a price. Someone in Lahore, Southall or Surrey opens it and it simply works.

What people actually do here

Read a story

Saragarhi, Heer & Ranjha, the Komagata Maru, Partition — long reads people finish, and the reason the median time on page looks the way it does.

Look up a word

Kinship terms above all: the word for a relative someone has heard their whole life and never seen written down.

Learn the script

The alphabet, the vowel signs, and counting — the three things every learner starts with, and where most of our search visibility sits.

Come back

Streaks, a review deck and a leaderboard. 31% of readers in a given month have been here before.

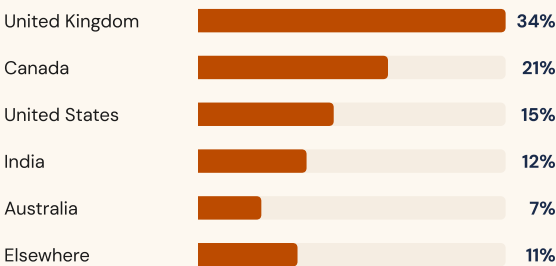
A deliberate constraint. The site carries no third-party scripts beyond analytics, and sponsorship never changes that. It is the reason pages load the way they do, and page experience is the whole basis on which this audience was won. We are not going to trade it for advertising revenue — including yours.

Who you'd reach

The Punjabi diaspora, mostly second and third generation, concentrated in the United Kingdom, Canada, the United States and Australia, with steady readership from India and East Africa.

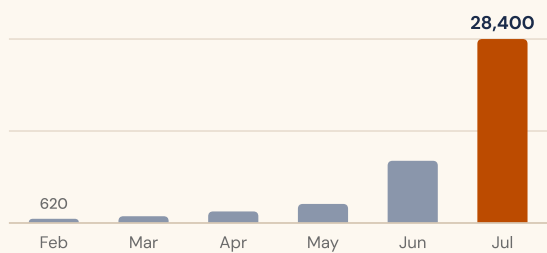
Readers by country

Share of readers · Month ending 31 July 2026



Monthly pageviews

Six months to 31 July 2026



12,900

readers a month

3.2

pages per session

71%

read on a phone

132,000

search impressions a month

Four kinds of reader

Adults reconnecting

They understand more Punjabi than they speak, and they're doing something about it — often after a wedding, a funeral, a first child, or a trip to Punjab.

Parents teaching children

Looking for material their kids will actually sit through, and for the right word for a relative they only ever heard, never read.

Students & new learners

Coming through the alphabet, greetings and numbers, often alongside a Gurmukhi class or gurdwara school.

Culturally engaged readers

Arriving for Vaisakhi, Partition, Guru Nanak, kabaddi or phulkari, and staying for the language.

Source: site analytics and Google Search Console, month ending 31 July 2026. Current figures are sent with every serious enquiry — just ask.

There is almost nobody here with you

The ground is thin, and you already know it

If your organisation serves Punjabi families — a bank, a remittance service, an airline, a food brand, a university, a cultural trust — you have run this search before. There is no shortage of places that will put you in front of a Punjabi surname. There are very few that reach people *in the middle of being Punjabi*. This is one page of it, and there is not a great deal else.

Intent, not interruption

Someone reading about Gurmukhi vowel signs at eleven at night is not passing time. A grandmother who is getting older. A child who answers in English. A wedding where they understood every speech and couldn't make one. That is the context your name sits in — and context is the part of advertising that money cannot usually buy.

Scarcity that is enforced, not claimed

20 slots exist on the entire site, held in a single file we edit by hand. There is no inventory system quietly creating more when demand rises. Your share of voice is one-in-20 on the day you buy it and one-in-20 a year later, and the only way that changes is if we tell you.

You'd be a name in the margin, not a thing to close

Nothing expands, blinks, follows anyone around, or waits for a mis-tap. Nothing appears beside the actual work: not on a lesson, not in the quiz, not on the games, the review deck or anyone's own account. You are there while someone is browsing and curious, and out of the way while they are concentrating. It is a quieter kind of visibility, and people remember it better than the loud kind.

And you'll be told what it built

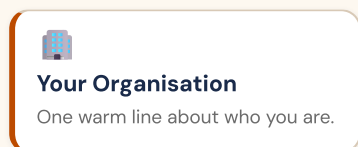
Sponsorship is most of the reason every lesson here is free for someone who could not pay for one. It is reinvested, all of it — into the next run of lessons and stories, into the tools that make them work better, and into getting community events off a wishlist and into rooms. When your money finishes something, you'll hear which thing, and you are welcome to say so publicly.

Trust is the only asset this site has. Everything on the next three pages exists to protect it — which is precisely what makes a placement here worth having.

What you'd actually look like

This is the whole format. A name, an icon and one line. It is the ceiling, not the starting point — there is no larger unit to upgrade to.

ON A WIDE SCREEN · IN THE SIDE RAIL



Shown at true size · 176px wide

ON A PHONE · IN THE BOTTOM STRIP



A compact strip pinned to the bottom — never a banner above the content, which is the classic way to wreck a page's load time.

Specification

Name	up to 22 characters
Tagline	up to 70 characters, desktop only
Logo	square PNG or SVG, 56px or larger
Fallback	an emoji, if you'd rather not send a logo
Link	any URL; tagged <code>rel="sponsored"</code> , opens in a new tab
Colour	one of seven background tints, your choice
Rails appear	screens 1600px and wider
Below that	one compact bottom strip

Where a slot appears

The home page, the stories, the language and culture guides, the phrasebook and the word lists.

Where one never appears

- ✗ Any lesson, the quiz, the games or the review deck — someone is concentrating, and that is the signal this site's growth rests on
- ✗ Any account, profile or learner page — nobody's private space carries adverts
- ✗ The donate, sponsors, privacy or terms pages — asking for money and selling space on the same screen reads badly

This is enforced in code as a block that overrides the list of permitted pages, not as a policy someone has to remember.

Ways to be part of it

Four, and they suit very different organisations. A rail slot you can simply take. The other three depend on what you're hoping for, so the figures below are indicative and we'd rather scope it with you than send a rate card. All prices exclude VAT.

SELF-SERVE

LOCAL SHOPS, SCHOOLS, CLINICS AND SMALL BUSINESSES

Rail slot

£49 / month

Rolling monthly · cancel any time · no minimum term

- Your name, icon and one line in the side rails
- One of 20 slots, site-wide — never more
- Never beside a lesson, quiz, game, review deck or account
- Usually live within a week of payment

BRANDS WITH SOMETHING GENUINE TO SAY TO THIS AUDIENCE

Content partner

from £250 per guide

Per piece, or a themed set of five from £1,000

- "Presented by" credit on a culture guide, story or word list
- A themed set — wedding vocabulary, travel phrases, food words
- Clearly labelled as sponsored, always
- You sponsor the guide; you do not write it

THE NAME EVERYONE IN YOUR CATEGORY ALREADY KNOWS

Founding partner

from £500 / month

Six or twelve month terms · one partner per category

- Category exclusivity — no competitor placed beside you
- "Supported by" billing across the site
- First option on new sections, guides and the video series
- Named in what your support funded, if you would like to be

HERITAGE FUNDS, UNIVERSITIES AND CULTURAL BODIES

Grants & institutional

scoped, from £2,500

Defined deliverable, reported against your requirements

- Back a free, public language-preservation resource
- Scope a specific deliverable — a guide series, an audio set
- Recognition shaped to your reporting requirements
- Independent project, not a registered charity — we invoice properly

Not sure which? Tell us your goal and a budget range and we will tell you honestly what is possible — including when the answer is "less than you'd think", or "we're not the right home for this". An individual rather than an organisation? The warmest way in is simply to become a patron at learnpunjabi.net/donate.html.

Our values come first

Including with you. This is a heritage space, so we curate carefully — that protects the community's trust, and the community's trust is the entire product.

Aligned partners only	We work with organisations that respect Punjabi and Sikh culture, and we will ask how you serve it.
Categories we decline	No alcohol, tobacco, gambling, or anything at odds with the community's values — regardless of budget.
Always labelled	Sponsorship is marked as sponsorship. We will never disguise one as a lesson, a story or a recommendation.
No editorial influence	Sponsors do not shape what we teach or how. You can sponsor a guide; you cannot write it.
Nothing that tracks	No third-party scripts, no retargeting pixels, no data about your customers leaving this site. Placements are identical for every reader — there is no targeting to switch off.

How it works

1

You get in touch

Who you are, what you do for the community, what you would like to achieve. Two minutes is plenty to start.

2

We review it

Every enquiry is read personally against the standards above. If we are not the right home, we will say so rather than take the money.

3

We propose something specific

Placement, wording, term and price, written down with the audience data behind it, so you can take it to whoever signs things off.

4

It goes live

We handle the build — usually within a week. You get a clear account of what your support funded, and warning before anything changes.

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Let's talk

Every enquiry is read by the person who builds this site, and usually answered within a couple of days.

partner@learnpunjabi.net

learnpunjabi.net/sponsors.html