

ELETimes

India's No.1 magazine on electronics

Celebrating **7**
Years in
Tech-Journalism

Making electronics all pervasive

A New Delhi **PRINT MEDIA**
Group Publication



eletimes.com
eletimes

**MEDIA
PLANNER
2017**
PRINT | DIGITAL | ONLINE

New Delhi Print Media Group Initiatives

ELETimes

eletimes.com

AD
aerodef.in

e
eletimes.tv

Spotlight On Indian
electronics
2016

brand overview & our network

ELE Times provides a comprehensive global coverage of Electronics, Technology and the Market. In addition to providing in depth articles, ELE Times attracts the industry's largest, qualified and highly engaged audiences, who appreciate our timely, relevant content and popular formats. Incorporating interviews with leading international industry, government, academic and association figures, the magazine offers strategic insight into latest news, company and product developments, technical advances, market trends, innovations and new business opportunities.

Professionals/Engineers, who demand precision and excellence in themselves and their work, need to know about technology, methods, products and suppliers. They are involved in every part of the buying process, from intent to action. Our primary focus is on these crucial, yet hard-to-reach design engineers /managers and purchasing professionals.

ELE Times helps you build awareness, drive traffic, communicate your offerings to right audience, generate leads and sell your products better.

Largest Print Run With the
Widest **Distribution** to the
Finest Audience of electronics &
Application Industries

Print Readership of more than
2,00,000+
Industry Professionals

Print Run

40,000 Copies

Language
English

Frequency
Monthly

Commitment to **Innovative**
Digital Media Platform
with **HD e-Zine**
Reading Experience

ELE Times FREE! digital version is available on

eletimes
www.eletimes.com
No Registration Required

MAGZTER
DIGITAL MAGAZINE STORE
FOR READ & ENJOY
www.magzter.com
Free Registration

RockStand
www.rockstand.in
Free Registration

An **Experienced** In-house
team of **Editors** along with
The Finest **Contributing others**
positioned all around the world

**Widest Panel of Contributing editors from
world's Leading R&D Labs and Design Houses**

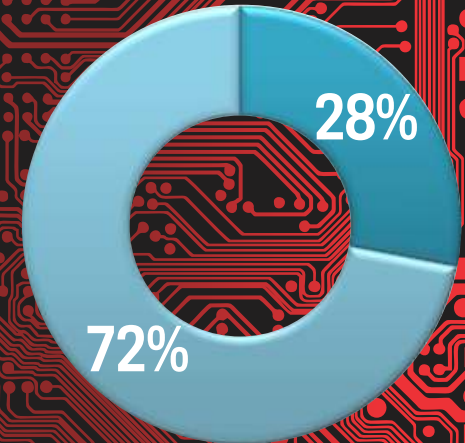
Event & Conferences

Participation as official
Media Partner with a Mass Bonus
Distribution in the Majority of the
Leading Trade fairs
In India and Selective Trade fairs world wide

**Participating in over 35 Major Trade Fairs &
Conferences Nationally and Over 10 Fairs Internationally**

And a Very Experienced & Profound **Advisory Board** Above All

Our **Print & Digital** Mix



2,00,000 Print Readers (72%)
77,778 E-Zine Readers (28%)

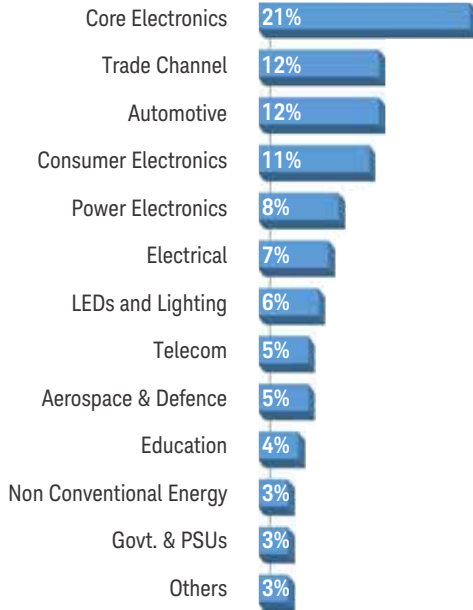
Source : ELE Times Readers Survey, July 2015

We are Social -

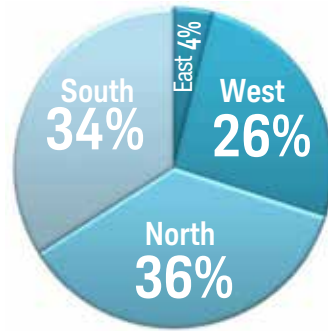


readership at a glance

READERSHIP INDUSTRY WISE

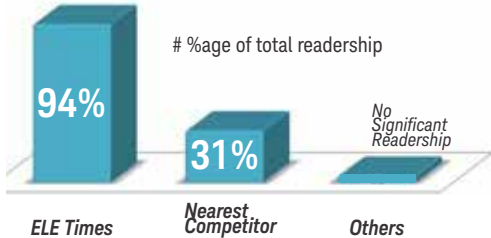


REGION WISE DISTRIBUTION (INDIA)



Comparison of readership of ELE Times among Industry Professionals

* Student readers are not included



61%

ELE Times Readers Who Spent More Than 30 minutes reading each issue

28%

ELE Times Readers Who Spent More Than 15 minutes reading each issue

ELE Times Readers Work in Key Technology Domains

Semiconductors	47%	Aerospace / Aviation	22%
Embedded Systems	18%	Military / Defence	17%
Electronic Design	32%	Displays	1%
Test & Measurement	38%	Control Systems	5%
Wireless	8%	Assembly	6%
Automotive	9%	PCB & EMS	11%
Power Electronics	14%	Photovoltaic	4%
Sensors	3%	Energy efficiency	7%
Communication	16%	Others	13%

ELE Times Readers Influences the Purchase of Below Products

Semiconductors	41%	Electrical Goods	12%
Test & Measurement equipments	39%	Embedded Solutions	22%
Electro-Chemical & ESD Products	4%	Renewable	7%
LED & Lighting	13%	Others	18%

advertisement tariff *print*

REGULAR POSITIONS	INR ₹	US\$
Full Page	45000	1235
Half Page	25000	780
Quarter Page	15000	520
Double Spread	70000	1700
Center Spread	80000	1750
Strip (V)	17000	520
Strip (H)	10000	

PREMIUM POSITIONS	INR ₹	US\$
Front Cover Strips	125000	2275
Gatefold	175000	2700
Back Cover	110000	2080
Inside Front Cover	97000	1820
Inside Back Cover	85000	1625
Page 3, 5	85000	1625
Page 7, 9, 11, 13	65000	1430
Page Facing IBC	75000	1600

Artwork submission date
15th
of the previous month

Accepted File format for
advertisement

- PDF
(In High Resolution)
- EPS
(Fonts converted into curves)
- CDR
(Fonts converted into curves)

Colour Theme
CMYK

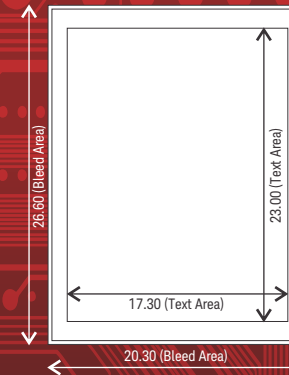
Advertisement Contact

E: live@newdelhimedia.co.in T: +91-11-42754100 (10 Lines)

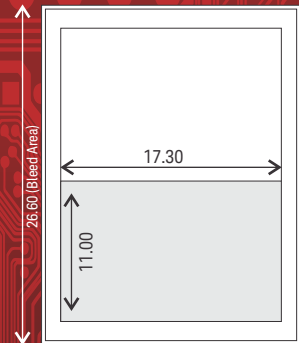
mechanical details

* Advertisement Sizes in Centimeters (W X H)

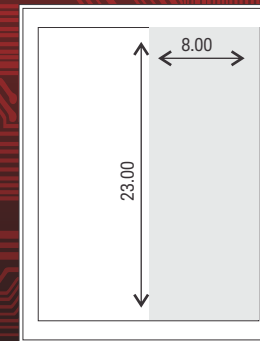
Full Page



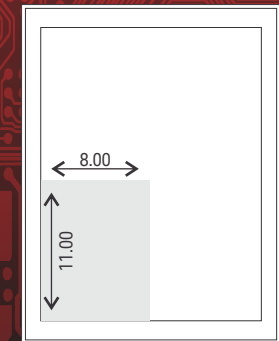
Half Page (H)



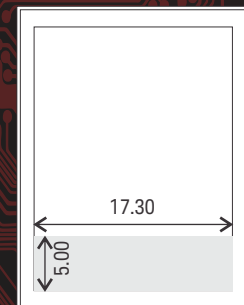
Half Page (V)



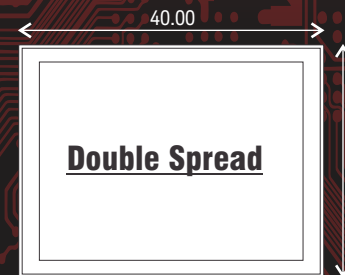
Quarter Page



Strip



Double Spread



Editorial Calendar 2017

ISSUE	Cover Story	Tech-Focus	Embedded Systems & Design	Industry Focus	Government Aviation/Defence	Events & Conferences (Bonus Distribution)
January	Industry 4.0 & Robotics	The Internet Of Things Ecosystem: Unlocking The Business Value of connected devices LTE / LTE-Advanced	Analog and Digital interfaces in High-speed designs	Automation	Railways	IEEMA-INTELECT 2017, Greater Noida IOT Tech Expo 2017, London
February	Cloud And Analytics: Key to Finding Success with 5G And IoT	T&M : Power Measurements Brain Computer Interface	Multicore Designs & Hardware Virtualization	Electrical & Power	Aerospace and Defence Electronics	IESA Vision Summit 2017, Bangalore Convergence 2017, New delhi
March	Test Equipments for IIT Labs	Future-Proofing Big Data Smart Robots	IC Design & EDA Tools	Consumer Electronics	High Rel Components	International Conference on Electronic Technologies: Silicon to Software (ICNETS2) [®] 2017, Chennai
April	Sensors & Machine Vision	Panel Displays and Projectors Memory Technologies	Microwave & RF Circuits	Govt. & PSUs	Testing systems	EL Asia 2017, Mumbai
May	Power Management	Adoption of IoT: How is India Positioned In This Race? T&M: Oscilloscopes, Analyzers, Meters	Design Apps	Alternative Energy	Electronics Warefare	LED Expo 2017, Mumbai
June	Interconnects & Switches	Optoelectronics & Photonic Circuits T&M: RF & Microwave	Industrial Automation & Control	Automotive	UAV/Drones	SPS Automation 2017
July	Image Sensors & Vision Computing	T&M: Wireless Device Test Sets & Wireless Solutions 4D printing	General embedded optimization techniques	Medical Electronics	Wireless	SPS Automation 2017
August	Encryption & Data Security	Prototyping & Development Boards 3D Printing, Rapid Prototyping, Additive Mfg	Embedded software architecture and design optimizations	Telecommunication	RF and Microwave	IPCA Expo 2017, New Delhi
September	Power Supplies & Batteries	Sensors & Signal Conditioning/MEMS Microcontrollers & Microprocessors	Optimization techniques for multicore processors	Aviation & Defence Electronics	Cyber Security	Elektrotech 2017, Coimbatore Electronica India & Productronica India 2017, NI DAYS 2017*, ESC 2017*
October	Artificial Inteligence	IoT & The Smart Home T&M: Wireless Device Test Sets & Wireless Solutions	Essentials of an ideal embedded computing system in an IoT device	EMS	Embedded Computing	Embedded System Conference, 2017*
November	MEMS technologies & Environmental Sensors	Biometrics & Authentication T&M: Mobile Network Testing	Multicore Software Development Technologies	VRLA, SMF & Li-ion Batteries	Robotics	COMSOL Conference 2017*
December	LED Lighting Technologies	Wireless Communications Industry 4.0 & IoT	Real-Time Operating Systems for Embedded Applications	LED Based Lighting	IoT and Aerospace	LED Expo 2017 Delhi

how to submit editorial for print & online editions

ELE Times welcomes industry news items, ideas for technical articles, new product releases, white papers and calendar information for publication in print and online. Our website eletimes.com is updated daily. Also we publish newsletters (eNews) via email every week. Please follow the guidelines as below.

NEW PRODUCTS

Keep new product press releases short (less than 350 words) and to the point. Stick to the facts: what's new, what are its benefits, what market is the product aimed at, and who to contact for more information. Please include the company website address.

- Send new product information via email to:
edit@newdelhimedia.co.in
- Include the email address of who your customer should contact for more information
- Include a high-resolution color image (JPEG, TIFF, EPS, or PSD formats, preferred separately)

FEATURE IDEAS

Although many of our feature topics are coordinated with the Editorial Calendar included in this Media Kit, we regularly publish additional technical features in print and online about advances in Electronics and Technology, written by leading research and development scientists and engineers.

- Check the editorial calendar for planned topics: Typical lead time is three months
- Send ideas (a couple of paragraphs will do) to
edit@newdelhimedia.co.in
- Follow up with a phone call (011-42754100) or email:
edit@newdelhimedia.co.in

LETTER TO THE EDITOR

If you would like to comment on something that appeared in the magazine or on our website, send us a letter or email — we'd like to know what you think.

- Send to: **edit@newdelhimedia.co.in**
- Include address and phone number
- Keep it short (100-200 words)

TECHNICAL NEWS AND ARTICLES

We are always interested in ideas for technical news and stories. Tell us how the development advances technology. What are its benefits? What are the likely applications?

- Send technical news releases via email to:
edit@newdelhimedia.co.in
- Include the email address and phone number of the contact for more information
- Images can be attached in a separate file (JPEG, TIFF, EPS, or PSD formats preferred)
- Video content can be emailed to: **edit@newdelhimedia.co.in**
- Industry (Business & Markets) News Published online, typical industry news includes technical articles, executive changes, major contract awards, mergers and acquisitions, market research reports, and industry events.
- Send press releases to : **edit@newdelhimedia.co.in**, Include a contact name, phone number, and email address

CALENDAR UPDATES

Our "Calendar of Events" is published online and is updated regularly. Tell us about your event.

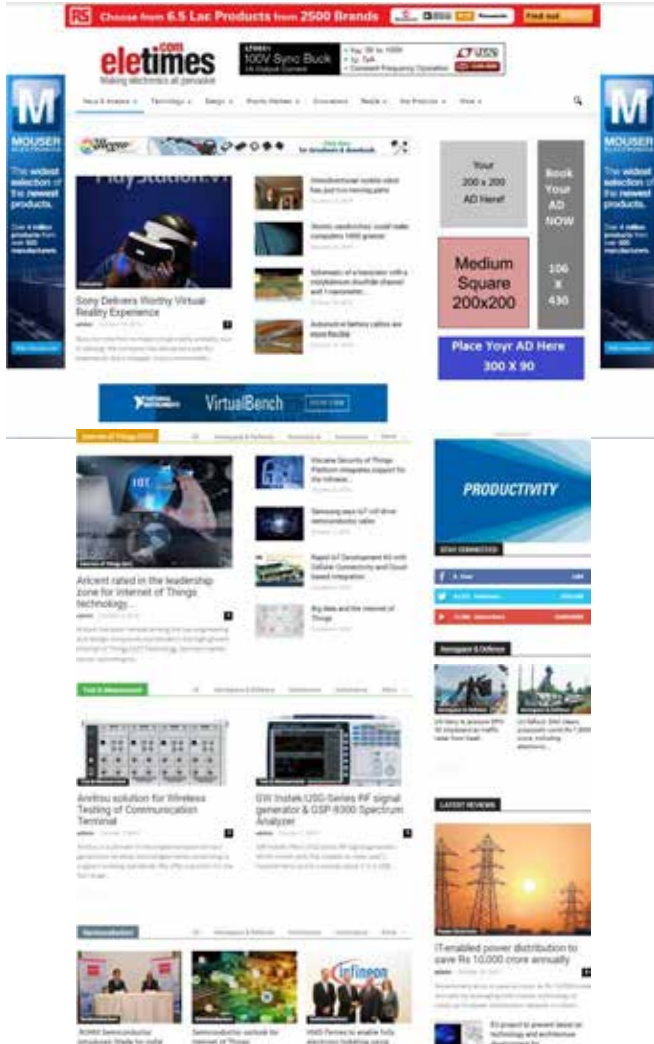
- Send event information to: **edit@newdelhimedia.co.in**
- Include name of event, date, location, and email or Web address for the event
- Include a contact name, phone number, and email address

drive traffic & build your brand with

com
eletimes

Reach the largest global online audience of electronics industry

eletimes.com attracts a large number of professionals from across the Web. Our mix of original editorial content, links to valuable content on other relevant sites, and sponsor content makes it the first site decision-makers visit to research purchases and keep up with technology and industry news.



QUICK STATS

- Online gateway to electronic industry
- 31,465 monthly user sessions
- 1.7 million page views per year*
- 26,169 monthly unique visitors
- 04:12 average visit duration
- Percentage of page views from users on Mobile devices: 23%

Open the gamut of electronics

With a powerful combination of research and industry news - updated every business day - news, latest technology articles on design, test and measurement and other technology domains, latest product information and videos, plus useful tools and growing social media following, eletimes.com is the leader in online information for electronics industry.

Fine-Tune your marketing efforts with eletimes.com

A well-planned schedule in ELE Times print publication is a great foundation for a strong marketing program.

Next, consider advertising on eletimes.com to fine-tune your marketing efforts. Integrating your print and online campaigns helps you drive measurable results to build your business. We offer several ways for you to build your brand, drive traffic and generate leads:

- Banner programs
- Featured products
- Featured videos
- Newscast
- Webinars
- White-paper marketing

18%
Bounce Rate

28,615
Registered Users

*Source: Google Analytics, Alexa.com

advertisement tariff & positions online

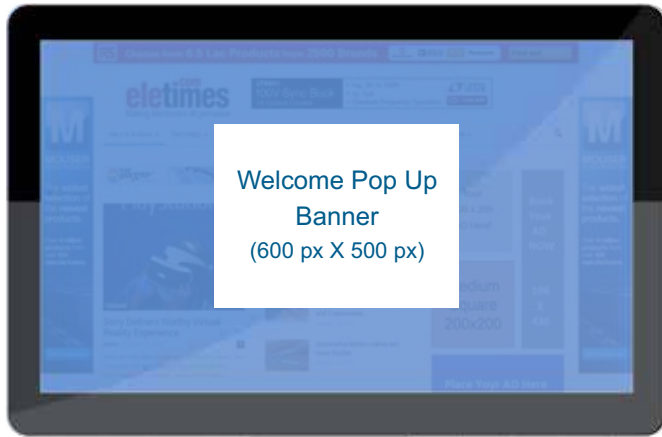
Banner Title	Standard Rates		Print Advertiser Rates	
	USD	INR	USD	INR
Ex 1 Premium	1350	80000	980	60000
Ex 2 & 3 Premium	1750	110000	1450	91000
Omni Top Banner	1050	63500	790	48000
Home Page Banner	1300	85000	900	55000
Square 1	850	52500	680	42000
Square 2	850	52500	680	42000
Vertical Banner	1075	65000	800	50000
Box Banner 1	800	49000	590	35500
Box Banner 2	800	49000	590	35500
Standard Banner 1	750	45000	550	33500
Standard Banner 2	650	39500	450	28000

Price Per Month

Standard Format

- Maximum size 40 KB
 - 1. Image (JPG/GIF) with landing URL
 - 2. Third Party Tag
 - 3. DoubleClick Tag
- Animation is accepted (Max. 10 seconds is suggested)

Welcome Ad Banners



Welcome Pop Up
Banner
(600 px X 500 px)



Bottom Pop Up Banner (990 px X 55 px)

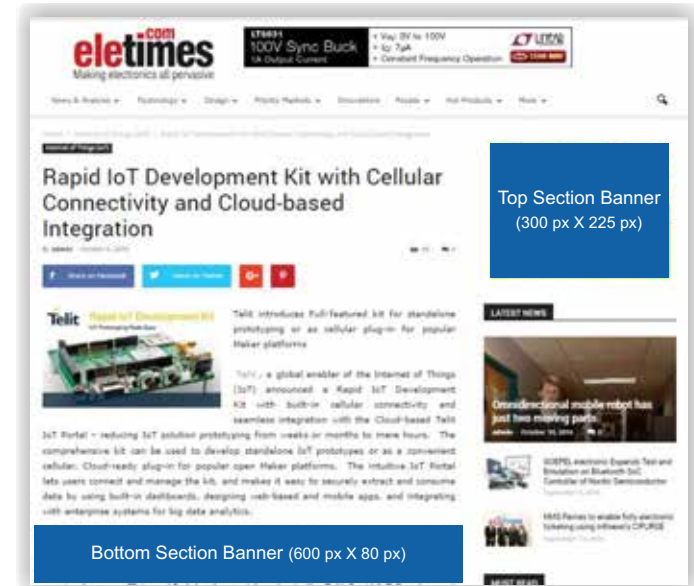
Standard Format

Maximum size 50 KB

Image (JPG/GIF) with landing URL

Animation is accepted
(Max. 10 seconds is suggested)

Section Banners



Top Section Banner
(300 px X 225 px)

Bottom Section Banner (600 px X 80 px)

Banner Title	Standard Rates		Print Advertiser Rates	
	USD	INR	USD	INR
Welcome Pop Up Banner	1800	115000	1650	100000
Bottom Pop Up Banner	1400	90000	1280	81000
Top Section Banner	600	35000	450	28000
Bottom Section Banner	425	25000	300	19500

Price Per Month

drive traffic to your site with



ELETimes E-Newsletters Target industry professionals looking for the latest news and product developments by positioning your marketing message beside our high-quality content in ELETimes editorial e-newsletters. Utilize a mix of banner, video and text advertising to showcase your capabilities and drive the right buyers to your website. Or feature your own white paper to educate readers on the value of your technology and generate full contact leads in the process.

PROMOTIONAL OPPORTUNITIES

POSITIONS/ FEATURES	Print Advertiser Rates		Standard Rates	
	USD	INR	USD	INR
Masthead Banner	300	15000	450	18000
Tummy Banner	250	10000	350	15000
Bottom Banner	200	7000	250	10000
Featured Products	200	7000	350	15000
Featured White Paper	300	15000	450	18000
Featured Video	150	9000	250	10000

QUICK STATS

- Frequency Weekly
- Total Distribution 1,00,000 IDs
- Mobile friendly
- Size 600 pxl (W) X 90 pxl (H)

E-newsletter ads should be static GIF or JPG format – no Flash files, no animation. When sending material, please be sure to indicate the URL to which the ad should link.



We will work with you to pick your desired audience from the electronics Community from the ELE Times database. Then, you provide us with your html creative, we will launch your email and provide metrics on its performance.

DATA SIZE	Print Advertiser Rates		Standard Rates	
	USD	INR	USD	INR
50000 EMAIL ID'S	680	40000	1120	60000
100000 EMAIL ID'S	1000	60000	2150	80000

- EDM Material to be provided before 6 business days from the date of release
- HTML (Ready to Upload) files accepted
- Reports will be provided in 10 working days

- Conduct research surveys to take the pulse of your target audience before planning a marketing campaign, launching a new product, or to determine brand power.
- Surveys can include questions around purchasing, influences, brand preference, technology trends & area of focus of client base.

Cost of Conducting the Survey Starts form **USD 3,500***

** Final cost of survey is subject to the terms and conditions mutually agreed.
* ELE Times will work with you to edit and provide advice on writing questions
* The survey will be sent out anywhere from 2-3 times over 2-4 weeks*

