

Electronics'n Electrical

Your online e-promotion partner



READERSHIP PROFILE:

KNX Insutry, Lighting & Fixtures, Commercial Lighting, LED Lighting, Solar Lighting, Outdoor Lighting, Household Lighting, Automotive Lighting, Medical Lighting, Electrical Circuits, Parts & Components, Signage Industry, Power Houses, PCB, Transistors, Diodes, Motors, Batteries, Transformers, Wire & Cable Manufacturers, Resistors / Consumer Electrical Goods, Regulators, Machinery & Equipment, home appliances, Logistics, Information Technology, Advertising Agencies, Technology Designers, Hospitality Industry, Hotels, Government Technical Institutes, Consultants, Real Estate & Construction Companies.

IT World - Computer & Peripherals, Digital Imaging, Accessories, Office Automation, Telecommunication Products, Machinery & Equipment, Cell Phone Industry, Consumer Goods - Digital Homes, Internet World, Electromechanical Science & Technology, RFID, Household Electronic Appliances, Advertising Agencies, Government Technical Institutes, Hospitality Industry, Hotels, Real Estate, Consultants, Associations, Event Organisers etc.

WEB STATS:

Monthly Web Impression (Page Hits): 125000 monthly visits by industry professional and direct decision makers.

E-NEWSLETTER:

0.65 million and growing e-subscribers, sent on demand from advertisers who include event organisers, manufacturers, distributors etc.

CIRCULATION COUNTRIES:

IN ASIA (78%) : India, Pakistan, Bangladesh, Srilanka, Nepal, The Far East: China, Korea, Japan, Philippines, Indonesia, Malaysia, Singapore, Burma, Thailand East China South East Asia: Burma, Thailand, W. Malaysia, Laos, Vietnam - The Middle East: Saudi Arabia, Kuwait, Qatar, UAE. • Russia, Turkey, Armenia.

Other Parts of the World (22%) : Australia • Belgium • Brazil • Argentina • Santiago (Chile) • Canada • Czech & Slovak • Denmark • Finland • France • Germany • Greece • Italy • Ethiopia • Mauritius • Netherlands • The New Zealand • Poland • Spain • Sweden • Switzerland • UK • USA
E-newsletter : Bi-monthly to over 0.75 million industry professionals.

BANNER ADS SPECIFICATIONS & TARIFF:

Position	Size:	Tenure	Tariff (in Euros)
Prime Leaderboard (full spread):	980 x 150 pixels	6 months / 1 year	3500 / 6500
Premium Leaderboard :	640 x 200 pixels	6 months / 1 year	3000 / 5500
Super Leaderboard:	240 x 180 pixels	6 months / 1 year	2500 / 4500
Spot Banner ad (Left Column):	240 x 100 pixels	6 months / 1 year	2000 / 3500

E-NEWSLETTER SPECIFICATIONS & TARIFF:

Periodicity	Tenure	Tariff (in Euros)
Monthly	6 months	5000
Bi-Monthly	6 months	4000
Monthly	1 Year	5000
Bi-Monthly	6 months	4000

MATERIAL ACCEPTED:

E-newsletter : html

Banner Ads: .swf, .gif (animated), .jpg.

