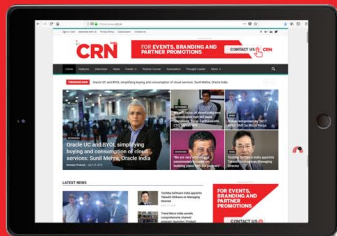


CRN

MEDIA KIT



www.crn.in

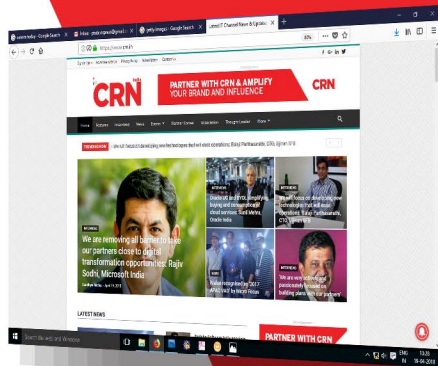
ABOUT CRN INDIA

CRN India is the leading source of IT channel news, trends, analysis, and best practices for solution providers and the number one provider of media solutions to technology vendors.

Our essential digital and print content enables vendors to reach a highly engaged audience of 25,000 solution provider organizations and to more effectively engage with their partner communities.

From our mobile-ready website to CRN magazine to up-to-the-minute newsletters, our diverse portfolio of media offerings reaches partners in every way they want to engage - enabling you to inform, recruit, and inspire action.

Website



Magazine



THE
EXPRESS
GROUP

ABOUT EXPRESS GROUP

For over 75 years, **The Express Group** of publications has been synonymous with excellence in journalism and a commitment to independence and fairness. Its flagship newspaper The Indian Express has twice won the Vienna-based International Press Institute's India Award for Outstanding Journalism in the Public Interest. It has won every major national journalism award and several international awards, including the Kurt Shorck Award for International Journalism, Natali Prize for Journalism and the International Federation of Journalists - Journalism for Tolerance Prize.

With the largest network of reporters across the country, The Indian Express and the business daily, The Financial Express, are published from a dozen cities every day, including New Delhi, Mumbai, Bangalore, Kolkata, Pune, Chandigarh, Lucknow, Jammu and Chennai. The Group publishes Loksatta in Mumbai, the largest Marathi daily, and Jansatta in Hindi. Screen, its weekly entertainment magazine, is considered the most influential and authoritative in the Mumbai film industry.



THE EXPRESS GROUP TECHNOLOGY NETWORK

CRN

CRN is the premier provider of IT channel media and events. We build go-to-market strategies that drive partner recruitment and enablement while creating customer demand.

www.crn.in

 **EXPRESS
COMPUTER**

Express Computer is one of India's most respected IT media brands and has been in publication for 24 years in running.

www.expresscomputeronline.com

OUR EDITORIAL TEAM

MOHIT
RATHOD

SANDHYA
MICHU

RACHANA
JHA

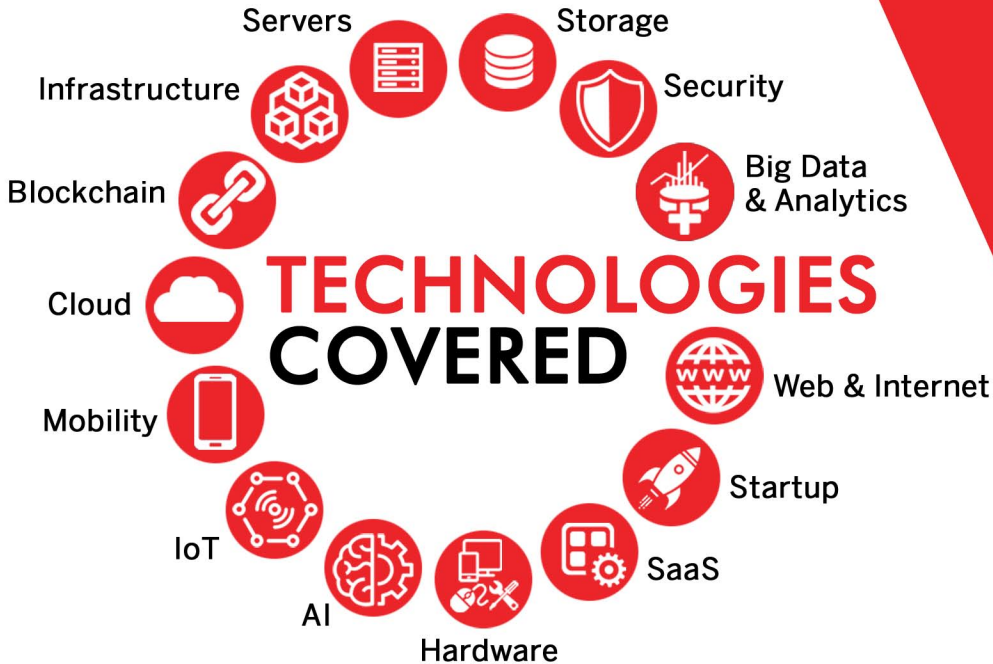
SRIKANTH RP

NIVEDAN
PRAKASH

MOHD
UJALEY

ABHISHEK
RAVAL





TARGET AUDIENCE

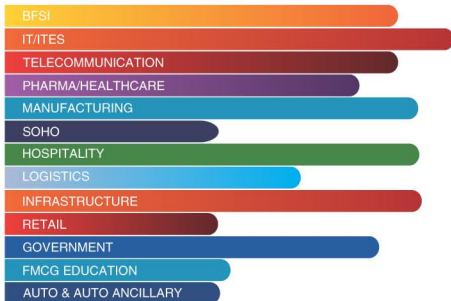
Qualification

CRN India's database of IT channel partners is unparalleled, containing comprehensive trend and behavioral metrics on 10,000 solution provider organizations in the Indian IT channel.

This exceptional reach, together with our wide-ranging advertising and content syndication opportunities, gives technology suppliers access to a highly engaged solution provider community and the power to inform, promote, and inspire action.

Channel Base Intelligence

AUDIENCE DEMOGRAPHICS



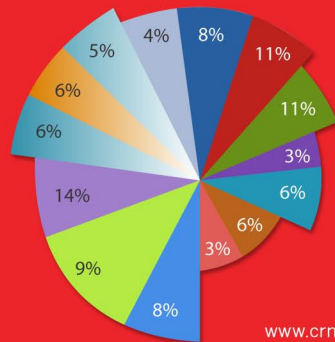
INDUSTRY VERTICALS

80% System Integrators target industry like Government, BFSI, Healthcare, Telecom, Infrastructure, Manufacturing & Hospitality

KEY PRODUCTS AND SERVICES

Nearly 70% specialize in emerging technologies like Cloud Computing, Virtualization, Managed Services

- HARDWARE (PCS, PERIPHERALS)
- ENTERPRISE SERVER
- ENTERPRISE STORAGE
- COMPONENTS
- NETWORK INFRASTRUCTURE & CONNECTIVITY
- ENTERPRISE MOBILITY
- SECURITY
- PHYSICAL SURVEILLANCE & SECURITY
- VIRTUALIZATION
- CLOUD COMPUTING
- MANAGED SERVICES
- ENTERPRISE APPLICATIONS (ERP, CRM, SCM, HRM)
- POWER MANAGEMENT SERVICES
- PASSIVE NETWORKING (STRUCTURE CABLING)



ENGAGEMENT OPPORTUNITIES



Print



Branding



Conversations



Performance



Influencing



Native



Content



Video



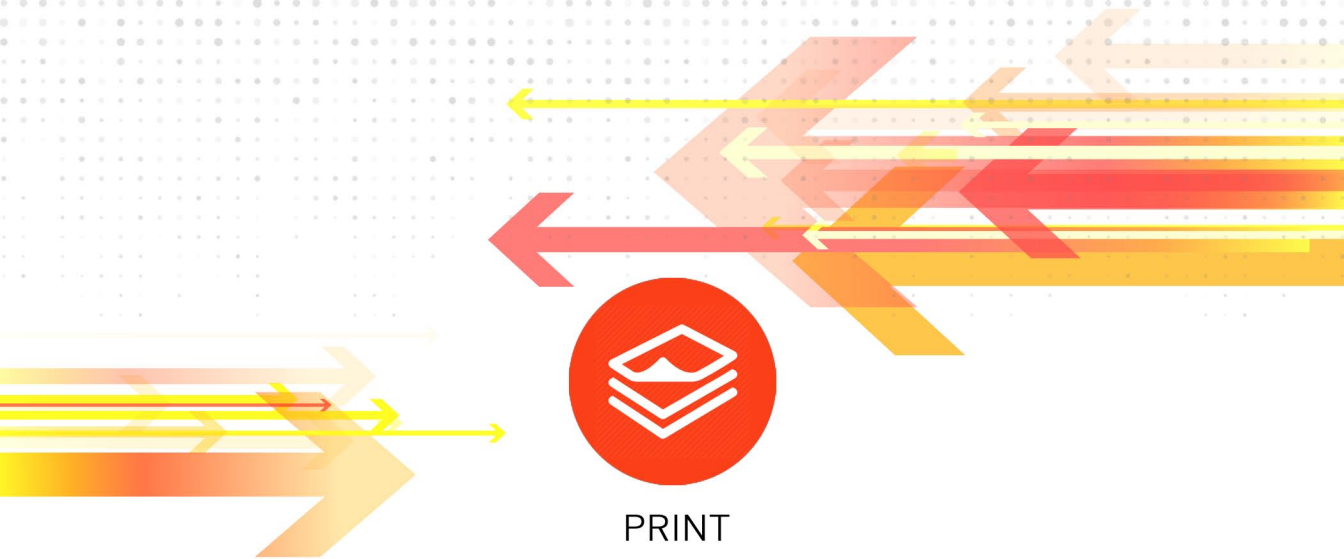
Mobile



Audio



Social



PRINT



ABOUT MAGAZINE

CRN India magazine enables technology marketers to extend their brand reach and demonstrate thought leadership to a large base of qualified solution providers in the country. 12 in-depth issues per year - the largest of any channel publication - reach a total readership in excess of 30,000.

Solution providers trust CRN for industry intelligence, elite solution provider and manufacturer spotlights, forward-looking insight, and strategic thinking.

Display advertising, customer advertorials, and custom publishing projects provide opportunities to deliver compelling messages through highly relevant content.





PRINT SECTIONS

- 1 Cover Story** – a theme-based feature on any technology / industry trend seeking inputs from vendors as well as partners
- 2 Channel Chief** – covering channel heads of vendor companies wherein they will be highlighting their partner strategies
- 3 News Analysis** – a detailed analysis of any significant announcement by a vendor or partner and its impact on the channel industry
- 4 Analyst Corner** – a market research analyst writing about the technology / channel trends with a focus on its channel impact
- 5 Partner Corner** – profiling of channel partners highlighting their major achievements, how they have excelled and created niche for themselves
- 6 Emerging Trends** – feature on emerging technologies and the opportunities being created for channel partner
- 7 Thought Leader** – an opinion piece by an industry thought leader including partners on technology / industry trends
- 8 Special Focus** – a detailed feature on a vendor company highlighting its overall strategy for the India market
- 9 Project Log** – a solution provider sharing his/her experience of a project deployment
- 10 Case Study** – a feature highlighting technology implementation by a partner, seeking inputs from vendors, customers, as well as partners
- 11 Start-up Space** – profiling start-up companies offering products or solutions in the technology space
- 12 Launch Pad** – new, emerging companies including vendors and partners showcasing their offerings to the market
- 13 CXO Speak** – CEOs and other senior management of vendor companies writing on technology / industry trends
- 14 CIO Corner** – an enterprise technology leader talking about the technology investments being made in their vertical industry
- 15 Channel Association** – covering the IT channel associations across the country highlighting their initiatives for the partner community



CUSTOM PRINT PRODUCTS

Advertorial - extend your brand reach and demonstrate thought leadership where solution providers live and read. CRN India's editorial team work with your marketing team to write and design an editorial-style piece.

Custom Publishing - Let CRN India's editors help you develop an effective POV strategy and custom publication for meaningful communication with partners. A dedicated editorial team conduct interviews, and CRN India handles the content development, design, and distribution.





PRINT AD SPECIFICATIONS

AD TYPE	CRN RATE
Full Page	75000
Half Page	50000
Quarter Page	35000
IFC	130000
IBC	110000
BC	150000
Strip Ads	20000
Island Ads	20000

Choose your plan

PLANS	PRINT ADS	FREE
Starter Plan	3	1
Smart Business	6	2
Maximum Exposure	12	6
Native Channel	6 Full page	1 full page



BRANDING

 Native  Content  Video  Mobile  Audio  Social



BRANDING OPPORTUNITIES

BANNER ADS

The traditional and the most effective way of grabbing visitor's attention. Tried and tested way of getting your message across to the visitors. Showcase your product or service to a variety of technology buyers and IT professionals with run-of- network or run-of-site options. We offer a selection of units to grab the attention of engaged decision makers -

Standard Banner Ad options

• Top Leaderboard	728x90	₹ 1,25,000
• Top Rectangle	300x250	₹ 1,00,000
• Center Leaderboard	728x90	₹ 60,000
• Center Rectangle	300x250	₹ 50,000

Rich Media Ads – Deliver with an Enhanced Visual Appeal

• Road Block/Welcome Ad		₹ 2,00,000
• Floating Bottom	728x90	₹ 1,50,000
• Expandable	728x90	₹ 1,50,000
• Expandable	300x250	₹ 1,25,000





BRANDING OPPORTUNITIES

VIDEO ADS

After watching a video about a product, users are 64 percent more likely to buy it online.

CRN is equipped and ready to deliver your video marketing message. Ninety percent of users report watching a video about a product or service is helpful in the buying decision process, which is why the importance of Video Advertising is every growing in today's scenario and marketers are focusing more and more on getting their message across using videos rather than traditional banner ads. With CRN, you have the option to engaging with your target audience using the following video advertising options



**IN ARTICLE
VIDEO ADS**



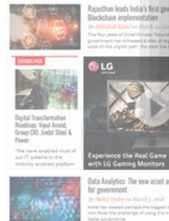
**IN-BANNER
VIDEO ADS**



**IN-STREAM
VIDEO ADS**



**VIDEO
SPONSORSHIP**



IN ARTICLE VIDEO ADS

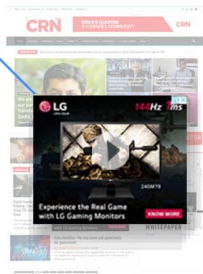
A video ad is placed in the middle of an editorial article that plays once it is visible on the visitor's screen, pauses when off screen and resumes when it comes back into view.

Cost – ₹ 1,00,000 per month

IN-STREAM VIDEO ADS

In-stream video ads will be placed as Pre-Roll in videos that are produced by CRN. These videos can be from events or from other sources and provide for a high video rate amongst viewers. In-stream video ads are normally 15 to 30 seconds long; however, 15 seconds is considered optimal with a "Skip" option so as to not hamper the viewer's experience.

Cost – ₹ 75,000 per month



IN-BANNER VIDEO ADS

In-Banner Video ads
In-banner video ads are video ads triggered within a standard display banner ad on a webpage. They usually follow standard Interactive Advertising Bureau (IAB) banner sizes (e.g., 300 x 250).

Cost – ₹ 1,00,000 per month

VIDEO SPONSORSHIP

Plain and simple, sponsor the video, own the SOV on the video @ 100%, forever. Since the ads are inserted inside the video itself and is part of the video, there are no skips or any other advertiser on the same.

Cost – ₹ 1,50,000 per Video

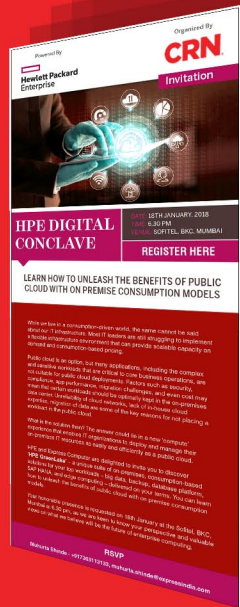


BRANDING OPPORTUNITIES

EDMS/LIST RENTALS

One of the most ROI effective ways of getting your brand communication and product messaging across to your target audience. Dedicated Email Blast to the audience yields maximum mindshare and results.

Cost – ₹ 50,000 per email blast to a database of 25,000 contacts





BRANDING OPPORTUNITIES

NEWSLETTERS

Take advantage of CRN's Newsletter, which keeps the channel community updated about the regular happening's about the Channel Industry news and updates, apart from covering original articles from CRN itself. Our newsletters get an industry leading open rate due to the original and engaging content produced by our Editorial team. Engage with your target audience right within the newsletter as they are scanning thru the latest development of the day with effective placement of banner ads and text link options as under

Banner Ads

Position	Banner Size	Cost (INR)
Top Banner	300x100	₹ 11,00,000
Centre Banner Pos – 1	468x60	₹ 75,000
Centre Banner Pos – 2	468x60	₹ 50,000

Text Ad

Article Format Text Link –

- Includes a Clickable Image and Clickable Title, Summary and Call to Action Button
- Position - Centre of Newsletter

Cost - ₹ 50,000

Simple Text Link

Position	Cost
Top of Newsletter	₹ 35,000
End of Newsletter	₹ 25,000

Top Rectangle Banner



Centre Banner Pos-2



Centre Banner Pos-1





BRANDING OPPORTUNITIES

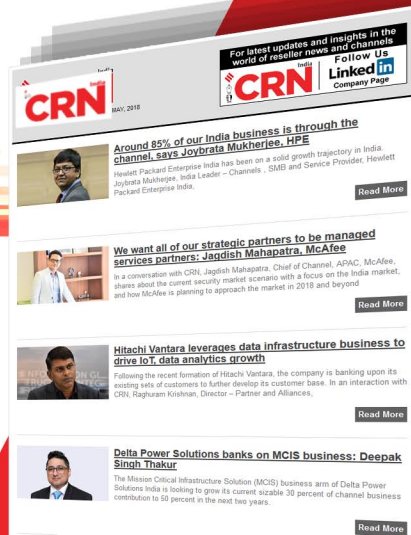
NEWSLETTERS

Theme based Newsletter

Are you looking to target users within a particular category? If yes, we provide you a perfect opportunity to align your marketing message with the category and content you are looking to target by sponsoring a weekly theme based newsletter. Our Theme based weekly newsletter are a curation of the best content on a weekly basis from a particular category, neatly woven around your brand message that includes banner ads, text links and article format links, along with the option of carrying 1 news/article every week from you hosted on CRN.

- Custom theme based Newsletter with Content & Sponsorship option
- Co-branded Newsletter
- Includes 100% SOV on Banner Ads & Article Format & Simple Text Links

- Optional – 1 Article insertion on CRN Website and Newsletter.
- ₹ 2,50,000 for 4 Newsletters in 1 month
- Article Insertion (optional) – ₹ 50,000 per article.





BRANDING OPPORTUNITIES

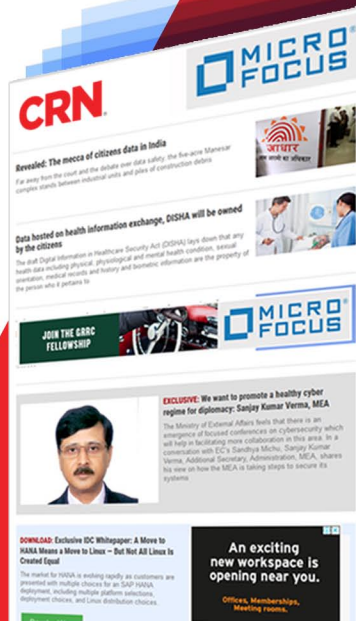
NEWSLETTERS

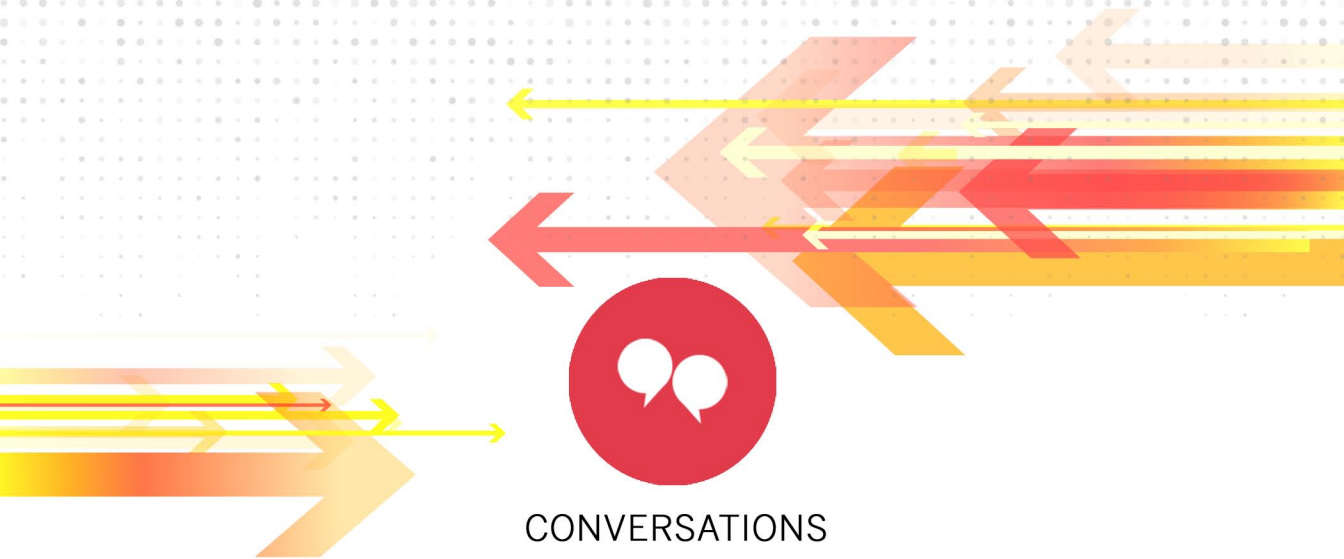
Custom Newsletter

What better way to engage with Channel Community and to influence them with your messaging then to compile and send a custom newsletter that not only includes your branding & messaging in manner of Banner Ads and Text links but also the fact that all the articles and content on the newsletter only talks about YOU!

- Tell your story using news, interviews, blogs, opinions, case studies and features that have already been published by the CRN team.
- Own 100% SOV on the banner ads on this newsletter
- Co-branding of the Newsletter with your logo on top alongside CRN Logo
- Complimentary – Get 1 Sponsored article inserted and linked in the newsletter

Cost – ₹ 2,50,000 for 1 newsletter





CONVERSATIONS

 Native  Content  Video  Mobile  Audio  Social



CONVERSATIONS



CONTENT SYNDICATION

Content Syndication is gaining fast popularity as they offer a high recall rate with readers. It is fast gaining popularity because it is known to generate more traffic, improve SEO rankings, and increases brand awareness. CRN accepts content that has been well authored and is in tune with our guidelines and fits our readers interests. Those interested can offer to engage in content syndication in following options -

Single Post (News, Blog, Press Release, Opinion)

Get your content featured on CRN Website. With Sponsored Article option, you can write and get your content published on CRN and make it appear along side editorial content to the reader. While the content will be clearly marked as "Sponsored" rest of it's treatment will be at par with our standard editorial content.

What kind of content do we accept?

- Content has to meet our editorial guidelines
- It can be news, Press Release, Opinion or Blog
- It should not tarnish any other companies, brands or products/services and should not make any false claims.
- Content should not be greater than 750 words
- Should not include more than 2 text links

Cost - ₹ 50,000 per article

Sponsored Content Series – Editorial Driven

CRN Editorial will write and publish the content on a theme/topic provided by the client. This content while being clearly marked as "Sponsored" will be positioned and displayed alongside editorial content to the reader.

The format of content can be -

- Interviews
- Case Studies
- Feature
- Client/Site Visit Interaction Article
- All standard Editorial Guidelines will be followed while writing this article along with the client objective in mind.
- The articles will also include 2 contextual links.

Cost - ₹ 1,50,000 per article (Site/Client visit charges extra)





SPONSORED VIDEOS

Videos are the most engaging form of content today, and viewers prefer to watch content rather than have to read it. With CRN you can convey your marketing message to your target audience using video in the following manner

Video Placement

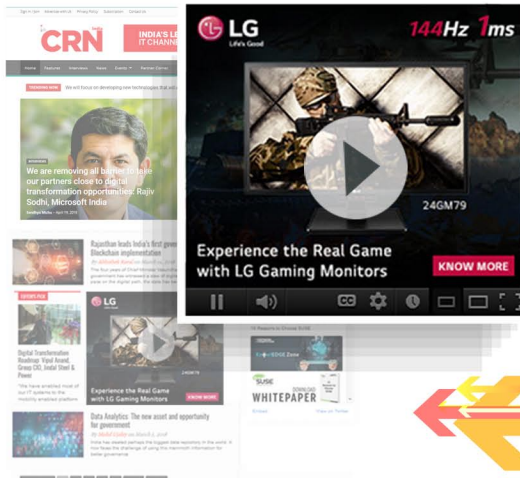
Already have a product video or an interview? Want to feature it on CRN? Simply provide us the video and we will place it under our Video Section and additionally promote the same to our audience as well. The Video is carried on our newsletter and link to the video is shared on our Social Media platform as well, to ensure maximum exposure to the same.

Cost – ₹ 1,00,000

Custom Video Shoot and Production

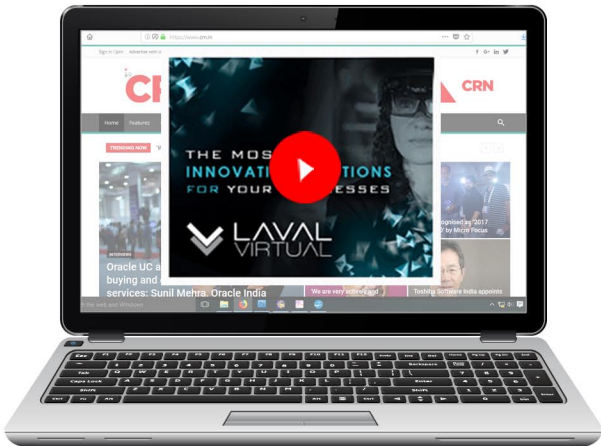
The CRN team is available to also shoot and produce a custom video for you. We can shoot and produce videos for you which vary from SME Interviews to Client Interviews, Case Study Shoots to Thought leader Ideas and Exchanges. You may have an idea or an concept and with the availability of CRN team, we can convert the same into an opportunity.

Cost – ₹ 1,00,000 (One Year Placement)





SPONSORED VIDEOS



Editorial Video Series Sponsorship

CRN has a series of interviews and video series lined up for the year, which include prominent thought leaders and business leaders using technology. As an advertiser you can choose to align your brand marketing message with the video series and be seen as an influence in the domain.

The Editorial Video Sponsorship package includes –

- Logo placement on the opening slide
- Mid-Roll 10 Second Video Ad
- Logo placement on the bottom right corner of the video, throughout the video
- Post-Roll 15-20 second Video Ad
- Logo placement on the ending slide
- Marketing of the video using Website, Newsletter and Social Media Networks

Cost – ₹ 3,50,000 for a series of 3 videos or depending on scope





SPONSORED PODCAST



Podcast although old, but are slowly making a comeback as a discrete way of consuming and learning from content. Due to the very nature of “audio” only format of delivery, listeners are easily able to turn on a podcast in background while they are doing non-essential tasks in parallel.

Podcasts are also easy on the bandwidth and do not pose any major flags on firewalls that block videos in an Enterprise setup.

CRN runs a weekly podcast show where it invites thought leaders and business owners to share their thoughts, learning's and vision and how the technology and IT industry can benefit from their experience.

Sponsors can take advantage of this show and get their message across to the audience in following options -

Talk with Client SME

CRN team will speak or conduct an interview with your Subject Matter Expert on a topic of your choice and same is broadcasted to the listeners.

Cost – ₹ 1,00,000

Talk Show Sponsorship

Topic Example - Channel Partner Interview, Inspirations or Learning Series Client has an option of sponsoring a series of upcoming talks based on our Editorial Calendar. The sponsor will get a mention in our opening credit, and gets to play an audio only ad at the end of the podcast. The client also gets a link back to their website from the webpage where the podcast will be hosted.

Cost - ₹ 2,50,000 for a series of 6 Podcasts

Panel Discussion Seat Sponsorship

At end of each month, the CRN Editorial Team hosts a podcast based “Panel Discussion” with 3-4 Thought leaders on a variety of topics. The Sponsor based on their interest levels and Editorial Alignments can request to represent the vendor's perspective in this panel discussion by opting to be a part of it. The sponsor gets a speaking slot in the panel discussion, a mention in the opening introduction and a audio only ad at the end of the podcast. The sponsor also gets a link back to their website from the podcast page.

Cost – ₹ 1,50,000 per seat



CRN LAUNCHPAD

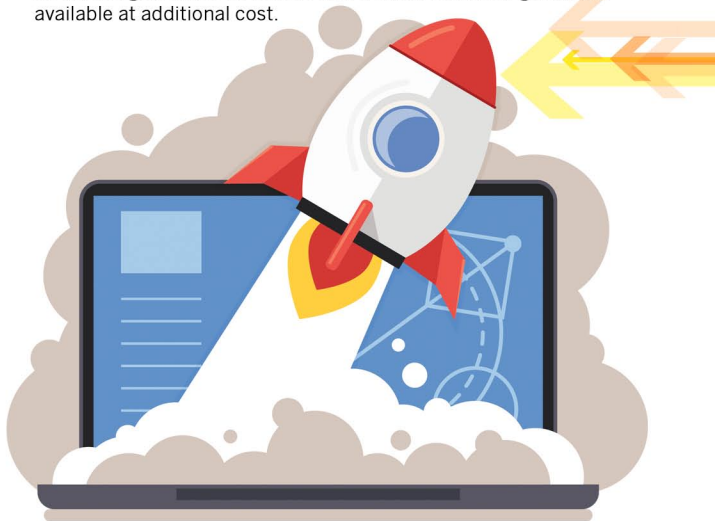
CRN LaunchPad is ideal for companies that are announcing new products or services to the industry. It combines various offerings into one consolidated structure and allows you to effectively run a targeted campaign promoting your newly launched product or service. A CRN LaunchPad campaign will include -

- CRN LaunchPad Microsite with 4 pages of content and product information
- Asset Hosting and Download with Lead Capture option
- Press Release Syndication (on CRN Website and once in Newsletter)
- Launch Video or Product Video Hosting
- Webinar – 60 mins
- Social Media Promotion of the microsite, webinar and launch video

- Channel Perspective article (Optional)
- Promotion of the Microsite, Webinar, Assets, Videos etc on CRN Website, Newsletter and social media platforms.

Cost - ₹ 7,50,000 for 3 months of microsite hosting

Download guarantee for assets and Webinar attendee guarantee available at additional cost.





TWEETUP

A Tweetup by virtue is a Twitter Meetup of likeminded people or a discussion that happens on a scheduled date/time on Twitter. Using CRN's handle and it's Editorial Influence, we can approach and recruit an industry leader, an analyst and a SME from your end to engage with our audience on a topic of given choice by you in a scheduled Tweetup.

Tweetup will consist of –

- Audience Generation
- Taking questions in advance
- Recruitment of Analyst and Industry Leader
- Moderating the Tweetup on live day
- Posting/Engaging with the audience on the live day

Cost – Variable, depending on the scope, topic, requirements





PERFORMANCES

 Native  Content  Video  Mobile  Audio  Social



PERFORMANCE

CUSTOM EBOOKS



CRN Editorial Team will compile an EBook (PDF) which will include articles, case studies, opinions and features on the best use of a technology or service in a particular industry as per client requirement. The EBook will be positioned as a collectable and syndicated to the target audience prompting downloads of the same. The EBook will be hosted behind a lead capture form to ensure contact details are captured before download. All downloads and details captured will be shared with the client at the end of each month.





CUSTOM EBOOKS

Client Branding and Content insertion opportunity

- Co-Branding the EBook, positioning client as “Brought to you by”
- Exclusive full page ad inserted in the EBook – Clickable to Client Landing Page –
 - Front Inner Page
 - Back Cover
 - 2 Full page Ads Along with selected Content.
- Logo on the Cover Page and Inner Pages of the EBook.
- Insertion of following Content –
 - Mention of client in Editorial Introduction of the EBook
 - 1 Interview done by CRN Editorial

Team (Can be Client SME or a Client)

- 2 Opinion or Thought Leader Driven Articles written and provided by Client's Team
- 1 Whitepaper (not exceeding 2 pages)
- 1 Case Study (1 page)
- Client logo on all marketing and branding communication of the EBook.

The eBook will be promoted using various mediums as per CRN Marketing team's discretion to ensure lead commitment delivery.

- Campaign Duration – 3 months (1 month to compile the eBook and 2 months of hosting and promotion)
- Neutral Articles – 10
- Total Client Articles/Whitepapers/Case studies included – 5
- Download Commitment: 100 downloads

Cost – ₹ 5,00,000





WEBINAR

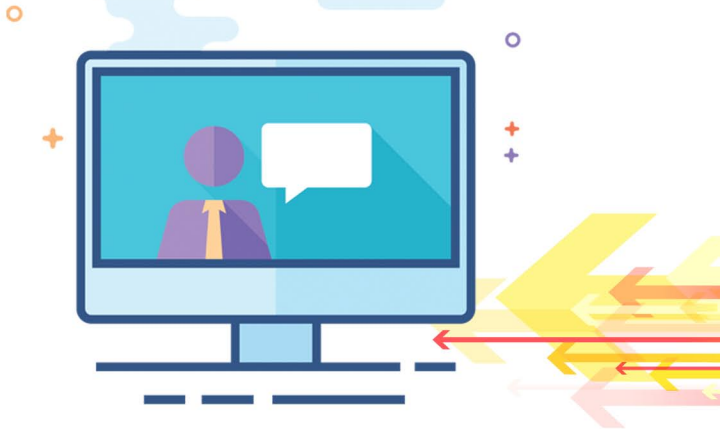
Webinars have virtually taken over as the default medium of audience education for any product or service provider today. From product training to demos, everything happens using a webinar. Not only are webinars leading in information dissimilation, but they also provide a client with a very high degree of brand recall, engagement and quality leads, as the attendees are captive with a very high level of attention span and engagement timeframe.

CRN will Host and Execute the Webinar for the client. The client can bring in 1 or 2 speakers and share information about their product or make a case study presentation on how their end client benefited by using their products.

CRN will host, moderate and execute the webinar that will include some audience engagement options like Q&A, poll and surveys at the end of the session. Client can optionally also provide downloadable collaterals that can be shared with webinar attendees at the end of the webinar.

The audience generation, marketing, live day production, attendee farming and management will be done by the CRN team.
Cost Includes - Webinar Promotion, Audience Generation, Execution & Hosting, Moderator (CRN Editorial), Q&A, Polls and hosting the webinar archive (video) for 6 months on CRN Website.

Cost: INR 3,50,000 per webinar with 100 registrations.





PERFORMANCE

INDUSTRY SURVEY

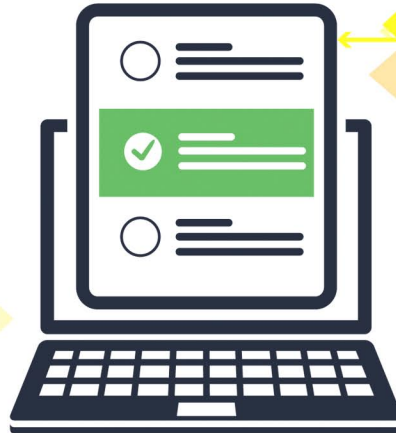
Get deeper understanding of your audience and their buying pattern by engaging CRN in conducting an Industry Survey.

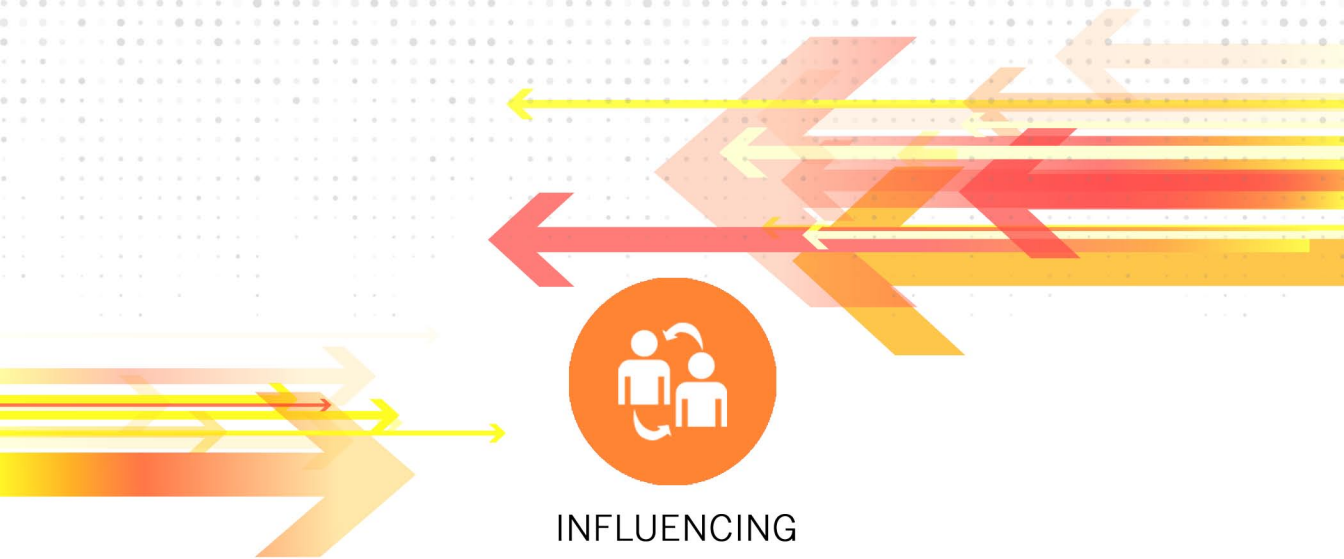
The Industry Survey is compiled based on Web based responses captured using our survey tool and supplemented by the push given by Editorial team and our Audience Generation Team by calling a selective set of audience as per Clients specification and asking them to participate in the survey.

The survey results are shared with the client along with details of the audience that has been captured.

Based on client's future objective, CRN team can engage with an agency to compile a report and then the report can further be syndicated to the industry to generate further leads for the client.

Cost – Contact our sales team for more information





INFLUENCING

 Native  Content  Video  Mobile  Audio  Social



INFLUENCER CAMPAIGNS

CREATE CUSTOM CASE STUDIES

Engage with CRN team to conduct and publish Case Studies, and syndicate them to the audience generating leads for you.

CRN Editorial team will engage with your client and write a case study that can further be compiled into a PDF and used to generate leads.

Once the lead generation campaign is over, the case study will be published as an article on CRN website and will be open to general public, thus generating a greater impact for the client.

Cost: ₹ 4,50,000





INFLUENCER CAMPAIGNS

AWARDS

Recognize and Engage with a set of target audience from a technology vertical, Industry or service category by running an "Online Awards" powered by CRN. Get a chance to witness the best use cases and implementation of technology and services among your buyer group first hand. The Online Awards are a way to influence and measure where your products and services are when it comes to your users.

Cost – Contact our sales team for more information





INFLUENCER CAMPAIGNS

SOCIAL MEDIA

Go beyond the reach of website by engaging with your target audience and their peers using CRN's social media presence. Get a chance and an opportunity to re-engage with your target audience via Social Media and talk about your product or services along with tagging of your own Social Media Handles. With CRN you can run campaigns targeting our audience set and beyond on Facebook, Twitter and LinkedIn communities run and managed by our team.

Options on Social Media include –

- Promotion of message along with Image and tagging your handles and includes a URL as well
- Engaging in a conversation with your social media profile
- TweetUp, a sort of panel discussion on Twitter
- Facebook Live – Go Live with an informal chat with your leaders
- Facebook Live – Live Stream a new product launch
- Posting of product videos or generic videos on our Social Platforms

**Cost – Contact our sales team
for more information**

