

## **About Digit Magazine**

Digit is the largest community of technology enthusiast in India, whom we cater through our Magazine – **Digit**, online website **digit.in** and digit events.

**Digit Magazine: Digit is India's No. 1 technology magazine.** It has the largest reach among its competitors and has the maximum readership of 2.25lacs.

According to Indian readership survey Digit is the fastest growing English magazine in India. Digit has a large and uniquely attractive audience, which comprises of Gadget Enthusiasts, Buyers, Early Adopters & Opinion Leaders.

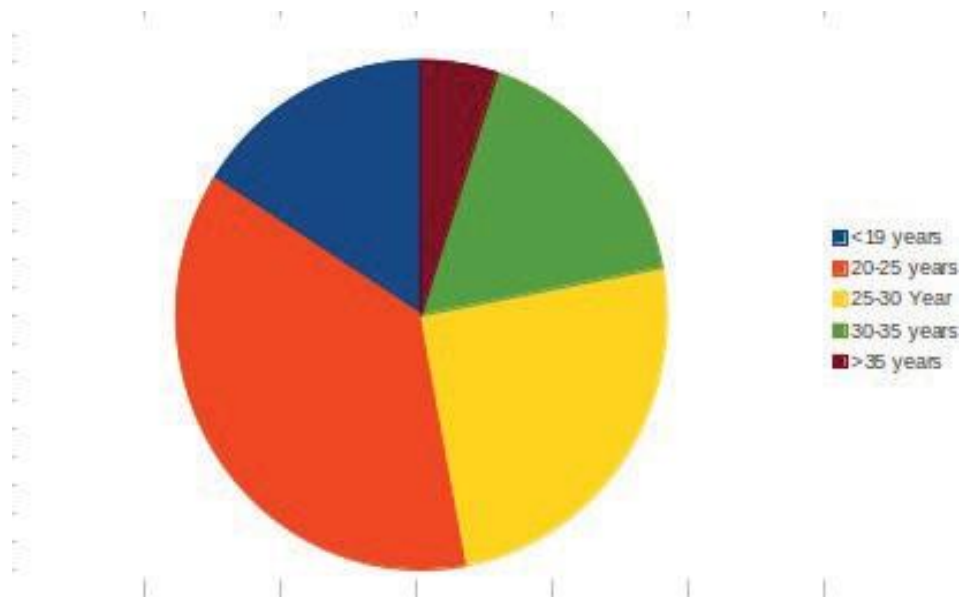
### **A few more statistics on Digit:**

- Magazine – Digit
- Frequency – Monthly
- Readership – 2.25lacs

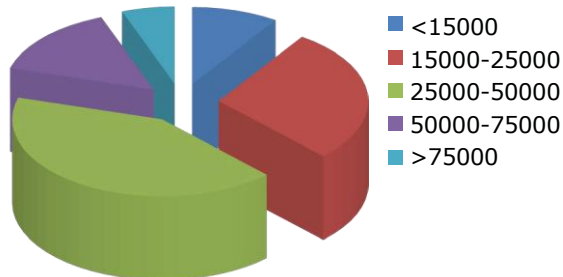
### **Audience Profile:**

- 70% readers are from SEC A1, A2
- 1735 years of age
- 93% are male
- 28 years is the average age
- Almost the entire audience have personal computers.

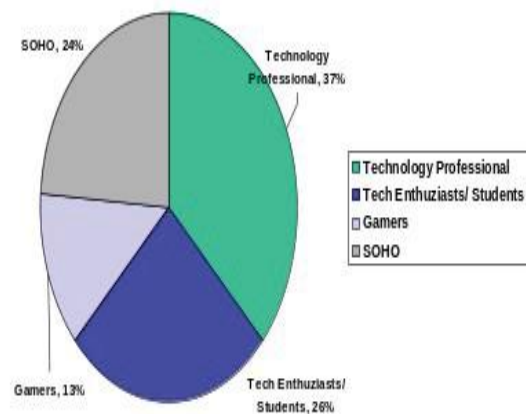
## Audience Demographic Break-up:



## Monthly Income Divide



## Occupation



The magazine is distributed through 2,500 outlets in 350 cities.

According to a reader survey carried each Digit reader influence at least 8 people in an year on technology products.

We are always in touch with our community with the help of social networks like facebook and twitter.