



timestech.in

TIMESTech Buzz

A Buzz in Technology!

TIMESTECH PRINT MEDIA

A Group of Media

MEDIA
PLANNER
2021

PRINT | DIGITAL | ONLINE

FROM THE EDITOR

Times Tech Print Media takes immense pleasure to foray into the segment of industrial electronics and concurrent technologies and innovations, with a house of innovators and tech stalwarts we accompany and march with the torch of every news, views, analysis and reports which was never unearthed prior. Our capabilities are your vision and your success is our stories. We being the first of its kind media firm which cultivates the generosity of understanding B2B platform with years of experience enriched in the electronic and ESDM sector.

What We Cater?

24*7 Updates – Keep you on the edge of latest happening across the electronics industry.

Trends and Analysis – A vivid form of technical notes and pieces delivering the next big thing in the industry.

Branding – Intuitive and creative reach to leverage miles catapulting significant ROE and ROI.

Blogging and Columns – A new form of dialogue which gives the industry a cusp of a round-up opinions and vantage of the veterans.

Content Branding – Content is Present inking Future, Share and we promote with our wide reach to give visibility and make a mass marketing online supervision.

V techlog – our unique way to say 'Let's chat', our platform gives companies to talk and bring an interesting way of divulging your subjects across the global tech world.

Social Media – Our social media experts can help couple miles of reach across the social media and help make your brand viral across the industry and beyond.

White-Papers – Your technical Expertise is the backbone of our readers, Keep sharing.

Production and corporate video shooting - We follow u bring to the deck of live streaming and video experience for your company.

Features and Articles – We inscribe and apprise you through year-drawn edit calendar. It's our constant endeavor to go adjacent with the industry and cover topics which is the need and read for our mass.

Join the Innovating Young Minds With the Next Big Industry 4.0!

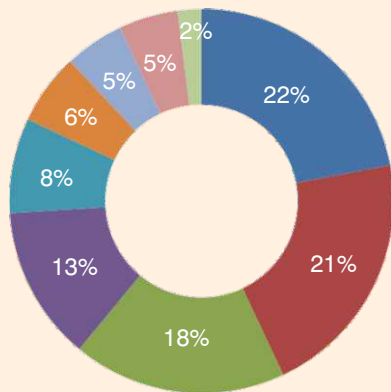
timestech.in

READERSHIP

READERSHIP INDUSTRY WISE

Core Electronics	22.70%
Trade Channel	13%
Automotive	12%
Consumer Electronics	5%
LEDs and Lighting	10.30%
Power Electronics	8%
Electrical	7%
Telecom & Security	7%
Aerospace & Defence	5%
Energy	3%
Govt. & PSUs	3%
Education	3%
Others	1%

READERSHIP BY JOB TITLE



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

Print Readership of more than
3,80,000+
Industries Professionals

Print Run
30,000 Copies

Language
English

Frequency
Monthly

Manufacturers and Distributors of
Electronic/Software Products - 21%

Prime Contractors - 16%

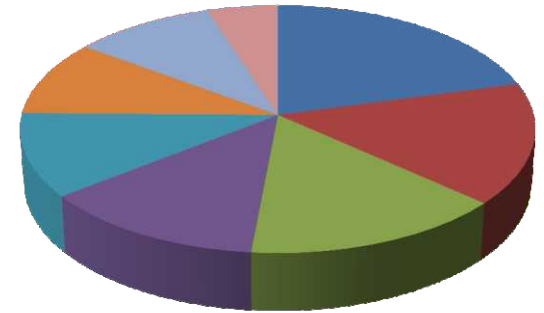
Manufacturer of Electronic Subassemblies or
Major System Components - 15%

R&D Industry - 13%

Automotive Electronics - 11%

Government - 10%

Business and Industry of Subscribers



- MD and top Management
- Purchase Managers
- Industry Experts
- Design Engineers
- HoD Eng. Colleges
- Other
- Govt Officers
- R&D
- Consultants

We are
Social



And a Very Experienced & Profound Advisory Board Above All

Advertisement Tariff Print

Regular Position	INR ₹	US\$
Full Page	50000	840
Half Page	35000	590
Quarter Page	20000	335
Double Spread	80000	1335
Center Spread	95000	1600
Strip (V)	20000	335
Strip (H)	15000	250

Premium Position	INR ₹	US\$
Front Cover Strips	150000	2500
Gatefold	200000	3335
Back Cover	150000	2500
Inside Cover Front	135000	2250
Inside Back Cover	120000	2000
Page 3, 5	80000	1335
Page 7, 9, 11	60000	1000
Page Facing IBC	70000	1170

Artwork Submission Date 15th of the previous month

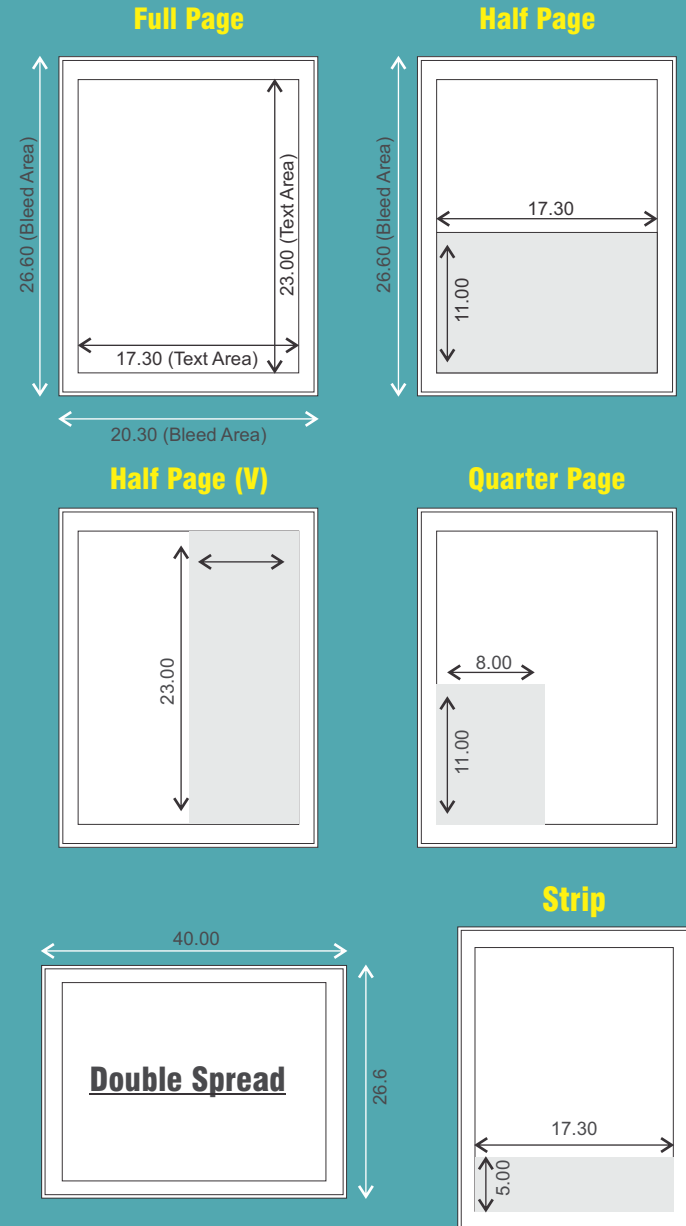
ADVERTISEMENT
PDF
 (IN HIGH RESOLUTION CMYK)
EPS
 (FONT CONVERT TO CURVE CMYK)
CDR
 (FONT CONVERT TO CURVE CMYK)

Advertisement Contact:

E: sales@timestech.in **M:** +91-9058843174, 9719619468

MECHANICAL DETAILS

Advertisement Size in Centimeters (W X H)



ISSUE	Cover Story	Tech-Focus	Embedded System & Design	Industry Focus	Future Glance	Automotive	Security
Jan	Test & Measurements	Aero & Defense Technology	General Embedded optimization Technologies	Wearables and Consumer Electronics	Digital Transformation	Automotive Memory	Cloud Security
Feb	MEMs Sensor	Wide Bandgap Semiconductor, SiC, GaN Materials	Optimization Techniques for multicore processor	Pressure Sensors	Wide Bandgap Semiconductors in 2021	Electrical Vehicles	IoT
March	Power Management	Energy storage & Battery Technologies	Industrial Automation & Control	Smart Cities & Transportation	Semiconductor Design and Embedded Software	In-Vehicle Infotainment	Chip-Level Security
April	Renewable, Alternative Energy	5G Connected Factories	Embedded Software Architecture and design optimization	Alternative Energy	SDN & NFV	V2X	Cybersecurity
May	LED Lighting, Complete Electronic Design Companies	Printed Electronics	Smart Cities & Transportation	Agriculture	AI ans M2M	Automotive LED Drivers	5G Networks
June	SiC & GaN	User interfaces & Haptics, Microwave & RF circuits	Real-Time Operating Systems for Embedded Applications	Medical Electronics	Future of Datacenters, Servers and Data world	Autonomous Vehicles	Automation
July	Internet of Things	Photovoltaic & Future Green Technologies	Multicore Software Development Technologies	Smart phones	OLEDs, and IoT Based Lighting	EV & HEV Batteries	Predictive and Behavioral Detection
Aug	Industry 4.0	RF and Microwave	Essentials of an ideal embedded computing system in a IoT Devices	Automobile	Make in India and Indian ESDM Sector Purview	Automotive Powertrain	IIoT and Factory Automation
Sept	Power Semiconductors	Embedded Technology, Power Managements ICs	Optimization Techniques for multicore processor	Automation	New Technologies Changing Electronic industry	Automotive Accelerometers	Data- Centric Security
Oct	Medical Electronics Tech Startups, SMBs, SMEs	x86 Chips and Arm Based Chips Design and Prototyping	Data Centres - Power Distribution Architectures	Smart Homes	RPA	Automotive SOCs	Trends in Security 2022
Nov	Power Integrated Circuits	Portable and Handheld Testers Trend Setters in T&M	MEMS Sensor	Energy & Utilities	A Dive into 2021 and Components Distributor Outlook	Automotive ICs Trends in 2021	Automotive Security
Dec	LED Lighting, Complete Electronic Design Companies	LED Drivers, Circuit Design and Embedded technologies	A Comprehensive Look into the Electronics Industry	Electrical & Power	Wireless Battery Management System	ADAS	AI/ML

White-Papers – Your technical expertise is the backbone of our readers, Keep sharing. TimesTech Buzz in 2021 gets more technical as we invite every month the leading companies innovating the world to share their independent White-Papers and Technical Notes.

How to submit editorial **Print** or **Online** edition

TimesTech Buzz welcome latest industry news items, ideas for technical articles releases, whitepaper, new products and calendar information for publication in Print and online. Our website **TimesTech.in** is updated daily and publishes newsletters, via emails every week. Please follow guideline 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@timestech.in**
- Include the email address of who your customer should contact for more information
- Include a high-resolution color image (JPEG, PNG formats, preferred separately)

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@timestech.in**
- Include the email address and phone number of the contact for more information
- Images can be attached in a separate file (JPEG, PNG formats preferred)
- Video content can be emailed to: **edit@timestech.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@timestech.in**, Include a contact name, phone number, and email address

Feature Ideas

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@timestech.in**
- Follow up with a email: **edit@timestech.in**

Calendar Updates

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

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

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: **jitendra@timestech.in**
- Include address and phone number
- Keep it short (100-200 words)

CONTACT US

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For all the other information drop us an email at **info@gmail.com**

For any further queries call us : **+91-9058843174**

Web: **timestech.in**

Twitter: **@timestechnow**

EX2 Banner (125 x 600)

EX3 Banner (125 x 600)

Ex 1 (900 x 60)



Leader Board (728 x 90)

Home Page Banner (900 x 55)

Home News New Products Tech Industry Resources Social Gadgets Trends & Forecast

TRENDING NOW Web Werks Becomes the First Datacenter in Asia to Have OIX-1 Certified IXP in an OIX-2 Certified Data Center

Standard Banner 1 (728 x 90)

Premium 1 (300 x 160)



New Yorker Electronics Released Gaming PSUs from N2Power for Electronic Gaming

TimesTech - September 16, 2020

NORTHVALE, New Jersey, USA – New Yorker Electronics has released gaming PSUs from N2Power at a time when the electronic gaming industry is...



Nokia Selects VIAVI to Validate Performance of Coherent Optical Modules

September 16, 2020



Digi-Key Announces Global Partnership with Machinechat to Deliver Ready-to-Use IoT Data...

September 16, 2020



Symbiotic EDA Selects Verific Parser Platform as Front End to SoC...

September 16, 2020



ACEINNA OpenIMU ROS Driver for Developers of Robots and Robotic Applications

September 16, 2020

Box 1 (300 x 180)

Standard Banner 2 (728 x 90)

Box 2 (300 x 180)



Nokia Selects VIAVI to Validate Performance of Coherent Optical Modules

TimesTech - September 16, 2020

Bangalore - September 16, 2020 - Viavi Solutions today announced that Nokia has validated its coherent optical modules using the VIAVI OMT 800G FLEX...



Digi-Key Announces Global Partnership with Machinechat to Deliver Ready-to-Use IoT Data...

September 16, 2020



Symbiotic EDA Selects Verific Parser Platform as Front End to SoC...

September 16, 2020



ACEINNA OpenIMU ROS Driver for Developers of Robots and Robotic Applications

September 16, 2020



R&S Engaged with SkyBridge to Simplify DAS Installation and Maintenance

September 15, 2020

Box 3 (300 x 180)

Opportunity*	Standard Rate		Print Advertisement Rate		Specs (w x h)
	USD	INR	USD	INR	
Ex 1 Premium	1700	119000	1400	98000	900 px X 60 px
Leader Board	1550	108500	1100	77000	728 px X 90 px
Home Page Banner	1650	115500	1150	80500	900 px X 55 px
EX 2 & EX3	1950	136500	1700	119000	125 px X 600 px
Video Ad Side Bar	1400	98000	1150	80500	300 px X 160 px
Premium 1	1400	98000	1150	80500	300 px X 160 px
Premium 2	1150	80500	850	59500	300 px X 160 px
Box 1	1000	70000	800	56000	300 px X 180 px
Box 2	950	66500	700	49000	300 px X 180 px
Box 3	950	66500	700	49000	300 px X 180 px
Standard Banner 1	1000	70000	800	56000	728 px X 90 px
Standard Banner 2	1400	98000	1150	80500	728 px X 90 px

Standard Format

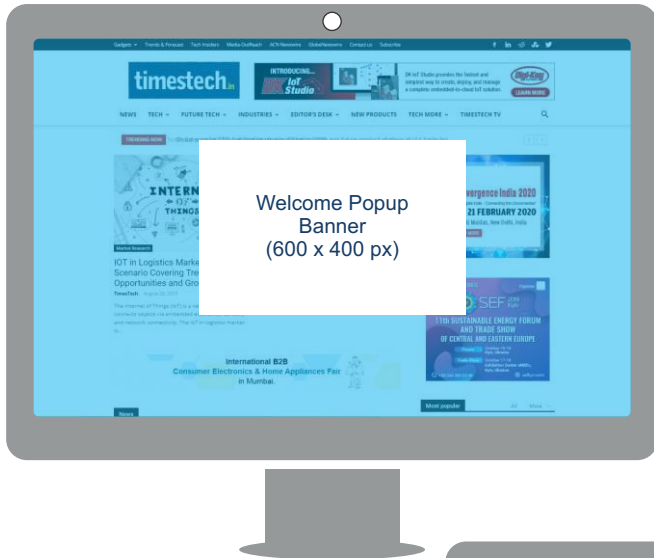
- Image (JPG/GIF) with landing URL Animation is accepted
- Third Party Tag (Max. 10 seconds issuggested)
- DoubleClick Tag Maximum Size 40 KB

Web Statistics

Monthly Visit	Unique Visitors	Page Views
500,000	445,000	22,00,000
Bounce Rate	Average Visit Duration	Registered Users
47.84%	5:13	93,122

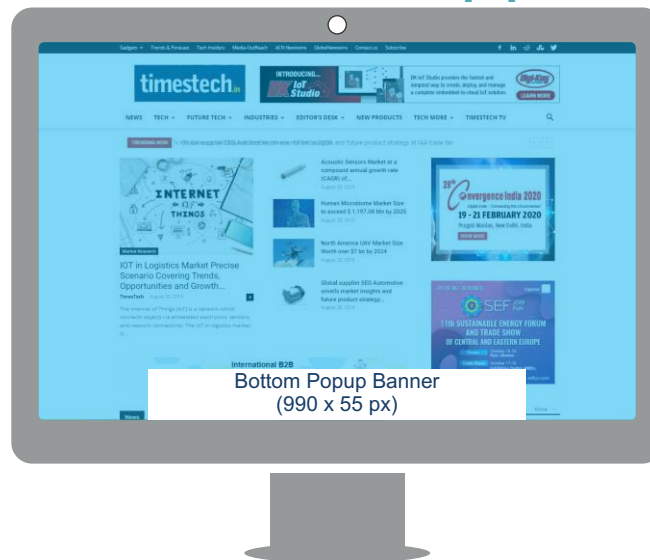
*Source- Google Analytics: August 2020

Welcome Ad Banner



Welcome Popup
Banner
(600 x 400 px)

Bottom Popup Banner



Bottom Popup Banner
(990 x 55 px)

Opportunity*	Standard Rate		Print Advertisement Rate		Specs (w x h)
	USD	INR	USD	INR	
Welcome Popup Banner	2000	140000	1700	119000	600 px X 400 px
Bottom Popup Banner	1750	122500	1400	98000	990 px X 55 px

Standard Format

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

- Banner Programs
- Featured Products
- Featured Videos
- Newscast
- Webinars
- White-paper Marketing

Explore the great experience of electronics

With a powerful combination of research and industry news - every business day - following are news, design, testing and measurement and other technology domains, the latest product information and videos, plus useful tools and the latest tech articles to follow growing social media, timestech.in a pioneer in online information for the electronics industry in India and worldwide.

WEEKLY EMAIL NEWS ALERTS

TimesTech EMAIL NEWS ALERTS are sent out on a weekly basis to over 100,000 industry professionals. Weekly news alerts deliver the latest industry news direct into the inbox of our subscribers, and provide our news alert sponsors a fantastic opportunity to get their message seen by various industry professionals.

What is it best suited for?

Editorial email newsletters are highly effective for driving brand awareness and product introductions for marketers among our most engaged audiences.

Promotional Opportunity

Opportunity*	Standard Rate		Print Ad Rate		Specs (w x h)
	USD	INR	USD	INR	
Masthead Banner	400	28000	300	21000	728 px X 90 px
Tummy Banner	300	21000	250	18000	728 px X 90 px
Bottom Banner	250	18000	200	14000	728 px X 90 px
Feature Products	300	21000	250	18000	125 px X 600 px
Feature White Paper	400	28000	300	21000	728 px X 90 px
Feature Video	250	18000	200	14000	300 px X 250 px

- Frequency Weekly
- Total Distribution, 1,00,000 IDs
- Mobile Friendly
- Size 600pxl (W) X 900pxl (H)
- eNewsletter ads should be static GIF or JPG Format No Flash file, no animation.
- When sending material, please be sure to indicate the URL to which the ad should link

Sample e-news letter

Masthead Banner Size (728pxl X 90pxl)

Latest News

Jungo Launch MagiaTouch. Enabling Touch-Free Human-Machine Interaction

TCIEXPRESS opts for Matrix Time-Attendance Solution to Increase Productivity and Quick Salary Processing

FSS Launches Next Gen Recon With ML and Cloud Support

Tummy Banner Size (728pxl X 90pxl)

Demand for Digital Services in India Outpaces the U.S. According to DigitalOcean's Report

Tejas Networks Wins Rs. 32 crores orders for a State-led BharatNet project in south India

Mouser, Microchip Crowd Supply Present 2020 Get Launched Design Program

Boottom Banner Size (728pxl X 90pxl)

New Products

AVX Releases a New Embedded, Universal Broadband, LTE/LPWA Antenna

Renesas Introduces DDR5 Data Buffer for high-Performance LRDIMM Applications

RADWIN Introduction Innovative PtMP MultiSector Base Station Series

Are you launching a new product?

Would you like your company, products or services to reach over 50,000 industry professionals?

If the answer is yes, then our custom HTML email shots are for you.

This service will allow you to send an email shot, branded within your corporate style to our database. This will give your company a massive exposure to your target market. You can create the html newsletter and we send it out, alternatively you can use our in-house multimedia team to create the HTML for you.

Data Size	Standard Rate (Without Print Ad)		Standard Rate (With Print Ad)	
	USD	INR	USD	INR
50,000 eMail Ids	1000	77000	600	45000
10,00,00 eMail Ids	1500	110,000	1000	75000

- EDM material to be provided before 6 business days from the date of release.
- HTML (Ready to Upload) file accepted.
- Report will be provided in 10 working days

CONTACT US

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For any further queries call us : **+91-9058843174**

Web: timestech.in Twitter: [@timestechbuzz](https://twitter.com/timestechbuzz)

Data Base

Data Name	Data Size
Wireless and Mobile Communications	
Test Houses	300
RF and Microwave Device Manufactures	2500
Wireless Semiconductor Manufactures	1300
Security	3200
Broadcast Communications	
Broadcast Equipment Manufactures	4100
Electronics	
Consumer Electronics Manufactures	12000
Computers and IT Equipment Manufacturers	11000
Industrial Electronics Manufacturers	9520
Non-Wireless Semiconductor Manufactures	1500
Automotive Industry and Suppliers	50000
Electronic Design and Consultancy Services	1700
Medical Electronics, Chemical Industries	12530
Research and Education	15000
Renewable, EV and Other Electronics Sector	25000
Aerospace & Defense	
Aircraft Manufacturers	685
Satellite Equipment Manufactures	750
Defense Electronics Manufactures	3500
Defense Land Vehicle Manufactures	542
Defense- Air Force	653
Defense-Army	358
Defense-Navy	200
Air Traffic Control	300
Other Aerospace & Defense Sectors	2500
Remaining Business	
Repair, Calibration, Maintenance	750
Contract Manufacturing Services	320