

Electronics For You

Media Profile

SOUTH ASIA'S MOST POPULAR ELECTRONICS MAGAZINE



Editorial Goal

To update the electronics fraternity with the latest technical knowledge

Why the Electronics Fraternity reads Electronics For You?

- To learn circuit and product designing (*Circuit Ideas & Construction Projects*)
- To discover better ways of product design (*Construction Projects*)
- To stay up-to-date with technology trends (*Technology News & Tech Focus*)
- To learn the best practices in circuit designing and system architecture (*Design*)
- To know about the latest products launched in India (*New Products*)
- To stay-in-tune with the trends in the industry (*Industry News & Industry Focus*)
- To seek information before buying consumer electronics products (*Buyers' Guide*)
- To seek new business opportunities in the electronics sector (*Advertisements*)

What can you accomplish by advertising in EFY?

- Influence engineers and designers to adopt your products and technologies
- Bulk sales to SMEs, corporate, PSUs, defence and government
- Reach out to fresh entrepreneurs seeking business opportunities
- Create premium for your brand by promoting it in the #1 electronics magazine of South Asia
- Expand your trade channel
- Sell products to tech-savvy customers
- Influence the new breed of professionals to get acquainted with your technology/products

Distribution profile

Average number of subscribers
20,000 copies

North India
22%

Readership
500,000 approx.

Western India
26%

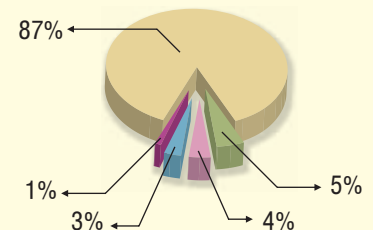


Eastern India
13%

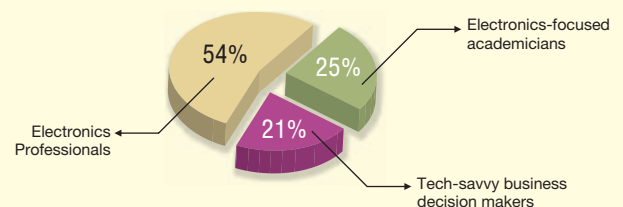
South India
39%

Global Distribution

- India: 87%
- Sri Lanka, Bangladesh, Nepal & Pakistan: 5%
- Malaysia: 4%
- Singapore: 3%
- Others (US, UK etc.): 1%



Broad categorisation of EFY readers



Electronics Professionals: 54%

- System designers, product designers, product testers, circuit designers, R&D engineers, quality professionals
- Repair & maintenance technicians
- Embedded system developers
- Consultants

Tech-savvy business decision makers: 21%

- MD, CEO or chairmen of manufacturing and trading firms, purchase in-charge, product managers, sr. marketing personnel, etc.
- Traders, distributors, resellers, etc.

Electronics-focused academicians: 25%

- Engineering graduates, post-graduates and aspirants etc.
- Professors, lecturers, science teachers, etc.

“Testimonials”

How branding in EFY can help your business?

Advertising in the number one electronics magazine of South Asia, not only generates business enquiries, but can also help you grow your brand's image, which in turn, can result in following benefits:

- Attract high-talent employees
- Attract channel sales partners (resellers, distributors etc.)
- Attract more competitive suppliers and vendors
- Build a premium brand image amongst your customers and prospects
- Motivate future talent (in colleges) to join your firm

Key industry segments addressed

- Automotive Electronics
- Aerospace & Defence
- Consumer Electronics
- Electronic Components
- Embedded Systems
- EMS Players
- Industrial Automation
- Industrial Electronics
- Medical Electronics
- Power Electronics
- Robotics
- SMT Equipment Providers
- Telecom & Broadcasting
- Test & Measurement

Few of our advertisers

 Agilent Technologies	 ANALOG DEVICES	 Aplab	 DYNALOG (INDIA) LIMITED
 FARNELL in one	 freescale semiconductor	 GW INSTEK GOOD WILL INSTRUMENT CO., LTD.	 goat
 HITACHI Inspire the Next	 Infineon	 International IOR Rectifier	 VISIONTEK Linkwell Telesystems Pvt. Ltd.
 MAXIM	 MECO	 MICROCHIP	 NATIONAL INSTRUMENTS
 National Semiconductor	 OKI	 Qmax	 relaytronics Group of Companies
 RENESAS Renesas Technology Corp.	 ROHDE & SCHWARZ	 SAMSUNG	 Tektronix
 TEXAS INSTRUMENTS	 Tyco Electronics	 WAGO	 SIEMENS

Advertisement tariff and mechanical details

COLOUR POSITIONS	RATE (in US\$)	RATE (in Rs.)	Bleed*	Print
			(Wd x Ht cm)	(Wd x Ht cm)
Full Page	1850	72,000	26.8 x 19.5	24.0 x 18.0
Half Page (H)	1150	44,000	13.0 x 19.5	11.5 x 18.0
Quarter Page	700	27,000	13.0 x 9.3	11.5 x 8.5
Centre Spread	4100	1,59,000	26.8 x 39.0	24.0 x 37.0
Double Spread	3550	1,38,000	26.8 x 39.0	24.0 x 37.0
Strip (V)	850	35,000	26.8 x 6.5	24.0 x 5.5
Strip (H)	650	25,000	4.4 x 19.5	3.0 x 18.0

ELECTRONICS MART (Classifieds)

Colour	50 pcc	1450 pcc	-	column wd 5.0
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For other positions tariff, please log on to www.efymag.com

MATERIAL: Only positive with progressive & proofs accepted. Any other form, designing and processing charges shall have to be paid for such advertisements.

Deadline for ad-material: 18th of the previous month. **Dates for distribution:** 1st-3rd of the month.



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“We were always sceptical about advertising, but we took a chance with Electronics For You. The results left us over-awed since we received a lot of enquiries that later translated into sales too! Making EFY as our marketing partner is sure to result in the growth of our business.” —**Shri Ranjoth Aneja, Executive Director, Sintron Electronics, Chennai**

“We have managed to complete the target of our current financial year (FY07-08) in November (2007) itself! And, it's all because of business generated through Electronics For You.” —**Shri Amit Agrawal, Director, Advance Technologies, New Delhi**

“I have seen drastic increase in my business contacts since I started advertising in Electronics For You. I have received excellent response from the magazine, and find it a complete value-for-money deal.” —**Shri Mukesh Jain, Director, Shrey Plastic Moulders, Delhi**

The entire credit for our brand "SSR" getting recognised from Kashmir to Kanyakumari goes to Electronics For You. We not only get business enquiries but are also able to close many deals because of our advertisements in Electronics For You magazine!” —**Shri Som Dutt, Managing Director, SSR Metal, Ghaziabad**

“We believe that Electronics For You is the best medium to reach out to the Indian electronics fraternity. Thanks to EFY, we have managed to establish our brand "American CT" across the nation.”

—**Shri Sumeet Chadda, Director (India Operations), American CT Technology, Delhi**