

# MEDIA PACK 2018



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
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
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#### Deep Coverage

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Bluetooth 5, a new market enabler for semiconductor and electronics cos
- Bluetooth is nearly becoming a critical wireless protocol for IoT and wearables, now it gets further boosted with the launch of Bluetooth 5, where the range and speed are increased, expanding the application horizon of Bluetooth in multiple applications including IoT. The number of Bluetooth products in the market is expected to reach 10 billion within next 12 to 18 months. One third of IoT devices in the market have Bluetooth radio. Let's look at what all the new Bluetooth 5 offers: Now the ranges expanded from normally within your room to within the building, now you can use a Blue...

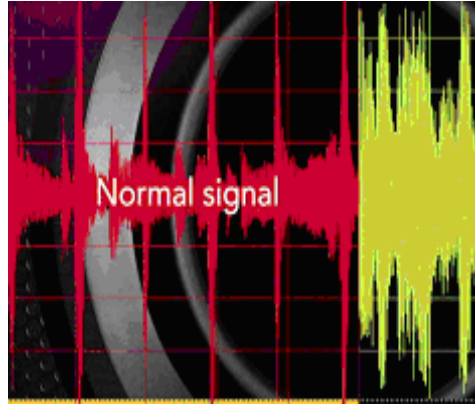
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Low power VLSI circuit modeling techniques
- In this decade there is huge demand for low power VLSI semiconductor chips. In order to achieve low power, power consumption should be minimized at CMOS MOSFET level. In this article, various techniques which are available for minimizing the power consumption at different abstraction levels are discussed in detail. With the help of this article, VLSI design engineers can pick the right methodology with suitable process techniques to reach their required goal. Introduction VLSI Integrated circuits are evolved about four decades ago. VLSI chip designers are still looking for enhancement...

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## Technology and Content areas:

### Technology Areas

- Semiconductors and other Electronics Components
- Design Software
- Reference Design
- Test and Measurements
- Embedded
- VLSI
- Hardware Design

### Content Sections

- News
- New Products
- Design Guide
- Online Courses
- India Electronics
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## Technology Sub-channels:

<ul style="list-style-type: none"> <li>• Processor / MCU / DSP</li> <li>• Memory</li> <li>• Analog</li> <li>• Logic and Interface</li> <li>• PLD / FPGA</li> <li>• Power-supply and Industrial ICs</li> <li>• Discrete</li> <li>• Opto</li> <li>• Passives</li> </ul>	<ul style="list-style-type: none"> <li>• Interconnect</li> <li>• Sensors</li> <li>• Security/ID chips</li> <li>• IoT</li> <li>• Automotive ICs</li> <li>• Cellphone ICs</li> <li>• Consumer ICs</li> <li>• Computer ICs</li> <li>• Communication ICs (Data &amp; Analog)</li> <li>• RF</li> </ul>	<ul style="list-style-type: none"> <li>• Reference Design</li> <li>• EDA Design Software /Tools</li> <li>• Test and Measurement</li> <li>• Aero/Defense</li> <li>• Medical Electronics</li> <li>• Semiconductor Manufacturing</li> <li>• Solar Tech</li> <li>• SubSystems/Embedded Boards</li> </ul>
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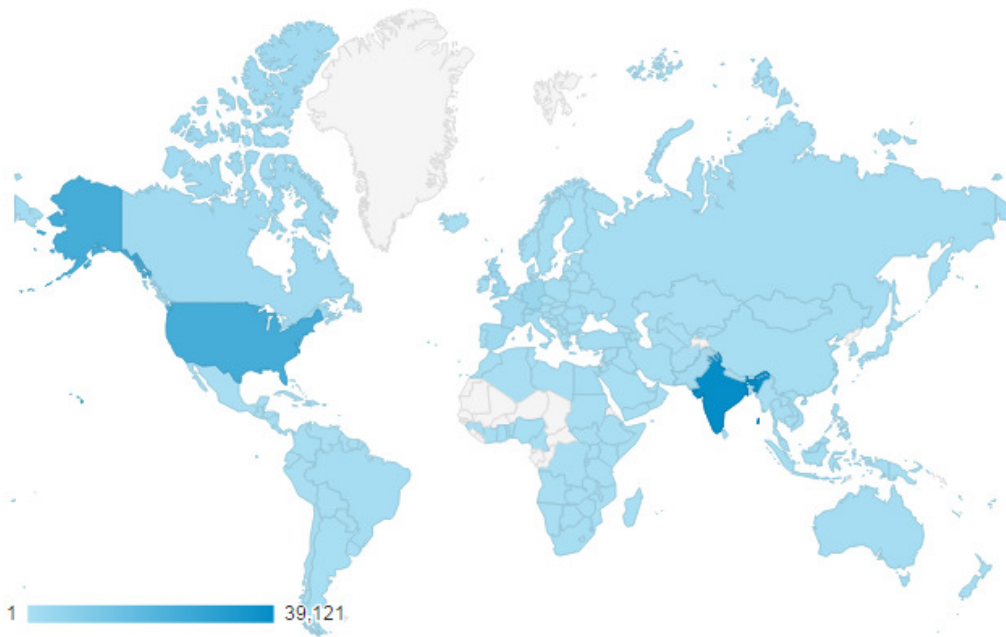
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### Traffic data from our log files

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- Monthly average page views: 0.7 million
- Average number of Monthly visits: > 110 K
- Average number of Monthly unique visits: > 75 K
- Monthly growth rate > 10 %
- Total number of weekly email newsletter receivers: 50529

Reader Type	Type of companies	Content
CEO, CTO, VP type: 10%	Tier1 companies: 30%	News: 25%
Manager Cadre: 25%	Tier2 companies: 30%	New Products: 20%
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1.  India	<b>39,121</b> (35.09%)	11.  Malaysia	<b>1,525</b> (1.37%)
2.  United States	<b>23,825</b> (21.37%)	12.  Philippines	<b>1,384</b> (1.24%)
3.  Germany	<b>3,736</b> (3.35%)	13. (not set)	<b>1,360</b> (1.22%)
4.  United Kingdom	<b>3,405</b> (3.05%)	14.  Pakistan	<b>1,221</b> (1.10%)
5.  Spain	<b>2,561</b> (2.30%)	15.  Japan	<b>1,111</b> (1.00%)
6.  France	<b>2,008</b> (1.80%)	16.  Italy	<b>1,078</b> (0.97%)
7.  Canada	<b>1,977</b> (1.77%)	17.  Australia	<b>1,043</b> (0.94%)
8.  South Korea	<b>1,769</b> (1.59%)	18.  Switzerland	<b>970</b> (0.87%)
9.  Taiwan	<b>1,755</b> (1.57%)	19.  Netherlands	<b>949</b> (0.85%)
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300x400 pixels side banner-1	Right side of the page	1 year	60,000	1000	All the pages, home page, latest news and new products pages
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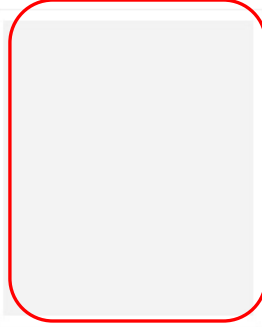


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Month	Subject
Mar-17	Smart Factory-1 and IoT eco-1
Apr-17	VLSI design
May-17	Smart Factory-2 and IoT eco-2
Jun-17	India Electronics and Semiconductor Market
Jul-17	Natural Computing
Aug-17	Open Source Design
Sep-17	IIoT
Oct-17	Securing your Electronics
Nov-17	Drone Electronics
Dec-17	Robotics
Jan-18	Image processing
Feb-18	Global Electronics and Semiconductor Market

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