

# MEDIA PACK 2021



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**Latest EE News**

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19-03-17  
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Global LED display market in 2016 up 7% to reach...

FutureSource Consulting reported the global LED display market closes 2016 with a mounting value ...
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**Deep Coverage**


**Bluetooth 5 Chips**

25-03-17  
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 with in 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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ARM Cortex M0+ 32-bit microcontroller with built-in...

The Japan-based semiconductor company ROHM semiconductor has launched a 32-bit microcontroller ch...
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13-03-17  
Chip antennas for the new Narrow Band IoT

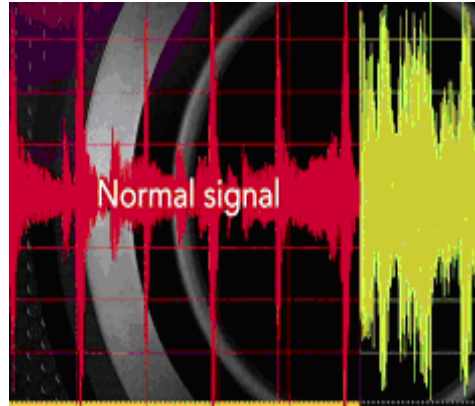
The new chip antenna from Antenova measuring 20 x 11 x 1.6mm is designed for new Narrow Band IoT...
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**Design Articles**

10-03-17  
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
- Student Section
- Component sourcing guide
- Events

## 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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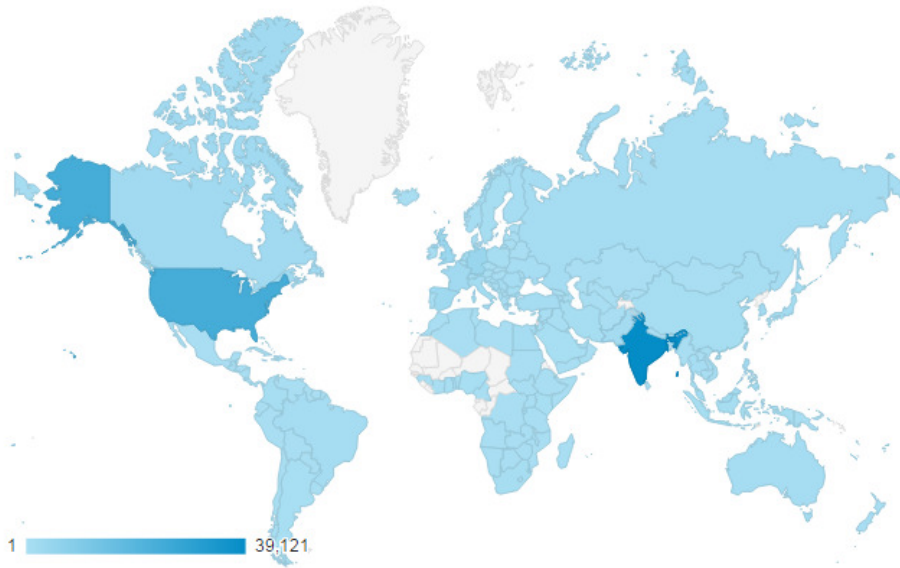
## Readership

### Traffic data from our log files

- Monthly average hits: 1.2 million
- 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%
Sen. Des. Engineers: 30%	Colleges and Institutes: 20%	Design guide: 40%
Fresh Engineers: 25%	From ISP: 30%	Others: 5%
PR and Media: 10%		

## Geography of Readers:



Country / Territory ?	Acquisition	Country / Territory ?	Acquisition
	Sessions ? ↓		Sessions ? ↓
	111,502 % of Total: 100.00% (111,502)		111,502 % of Total: 100.00% (111,502)
1.  India	39,121 (35.09%)	11.  Malaysia	1,525 (1.37%)
2.  United States	23,825 (21.37%)	12.  Philippines	1,384 (1.24%)
3.  Germany	3,736 (3.35%)	13. (not set)	1,360 (1.22%)
4.  United Kingdom	3,405 (3.05%)	14.  Pakistan	1,221 (1.10%)
5.  Spain	2,561 (2.30%)	15.  Japan	1,111 (1.00%)
6.  France	2,008 (1.80%)	16.  Italy	1,078 (0.97%)
7.  Canada	1,977 (1.77%)	17.  Australia	1,043 (0.94%)
8.  South Korea	1,769 (1.59%)	18.  Switzerland	970 (0.87%)
9.  Taiwan	1,755 (1.57%)	19.  Netherlands	949 (0.85%)
10.  Singapore	1,735 (1.56%)	20.  Egypt	853 (0.77%)

## Benefits to Advertisers:

- Per 1US\$, you can communicate your product message to 100+electronics design engineers and managers, who are mostly serious in buying service or product.
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- Companies related to semiconductor, component, EDA design tool/software, and T&M in US. EU, Japan, S.Korea, Taiwan and any other EE stronghold regions can reach design engineers in India.
- Our unbiased content and clean editorial will get you quality audience.

## Advertisement Rates

Banner Size	Location (see image below this table)	Period	Cost		Pages
			In Rs	In US\$ (approx)	
700x 90 pixel (top banner)	Top of site (next to logo)	1 month	20,000	300	Top 1000 pages, home page, latest news and new products pages
700x 90 pixel (top banner)	Top of site (next to logo)	3 months	55,000	800	Top 1000 pages, home page, latest news and new products pages
700x 90 pixel (top banner)	Top of site (next to logo)	6 months	1,10,000	1500	Top 1000 pages, home pages and latest news and new products
700x 90 pixel (top banner)	Top of site (next to logo)	1 year	1,80,000	2500	Top 1000 pages, home page, latest news and new products pages
300x400 pixels side banner-1	Right side of the page	1 month	14,000	200	Top 1000 pages, home page, latest news and new products pages
300x400 pixels side banner-1	Right side of the page	3 months	35,000	500	Top 1000 pages, home page, latest news and new products pages
300x400 pixels side banner-1	Right side of the page	6 months	58,000	800	Top 1000 pages, home page, latest news and new products pages

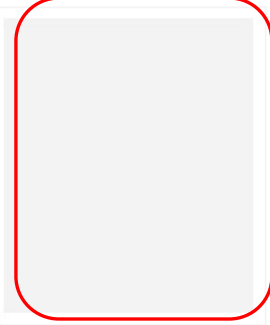
300x400 pixels side banner-1	Right side of the page	1 year	1,10,000	1500	Top 1000 pages, home page, latest news and new products pages
300x300 pixels side banner-2 and 3	Right side of the page	1 month	7,000	100	Top 1000 pages, home page, latest news and new products pages
300x300 pixels side banner-2 and 3	Right side of the page	3 months	14,000	200	Top 1000 pages, home page, latest news and new products pages
300x300 pixels side banner-2 and 3	Right side of the page	6 months	22,000	300	Top 1000 pages, home page, latest news and new products pages
300x300 pixels side banner-2 and 3	Right side of the page	1 year	36,000	500	Top 1000 pages, home page, latest news and new products pages
1000 x 60 pixels bottom – banner	Mid of the page	1 month	7,000	100	Top 1000 pages, home page, latest news and new products pages
1000 x 60 pixels bottom - banner	Mid of the page	3 months	14,000	200	Top 1000 pages, home page, latest news and new products pages
1000 x 60 pixels bottom - banner	Mid of the page	6 months	22,000	300	Top 1000 pages, home page, latest news and new products pages
1000 x 60 pixels bottom - banner	Mid of the page	1 year	36,000	500	Top 100 pages, home pages and latest news and new products

Top 1000 pages, latest news and new products constitute 80-90% of the total traffic. Since our website adapts to smart phone screens dynamically, these above ad positions slightly differ, all the side banners will be very well visible in the mobile screens. We also welcome any other exclusive space or idea.

**Important: We use static html code for ads and use no Java script, so that your ad will be always visible to our readers irrespective of browser and ad-blocker.**



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Latest EE Products

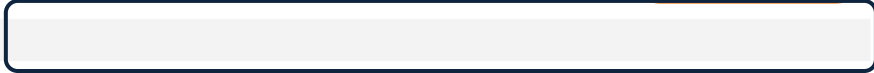
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1000 x 60 pixels bottom -banner



# EE Herald Editorial Calendar 2021

Month	Subject
Jan-21	Global Semiconductor Market
Feb-21	Automation in Component Sourcing
Mar-21	AI as Service
Apr-21	GAN and SIC FETs
May-21	Smart and Secure Device Tech
Jun-21	Smart and Sustainable Home
Jul-21	Smart and Sustainable City
Aug-21	Robot Evolution Model
Sep-21	RISC-V: Benefits and Risks
Oct-21	Open EDA
Nov-21	Speeding up VLSI Design
Dec-21	Image and Video Reading using 3nm Chips

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