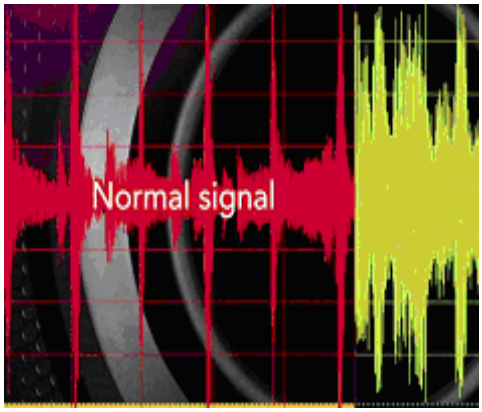
EEHERALD

www.eeherald.com

MEDIA PACK 2021



Electronics Engineering Herald (www.eeherald.com) is an online magazine for electronics engineering field. EE Herald serves the design and market information needs of electronics engineers and managers. EE Herald is a professional global EE portal with quality regularly-visiting-audience.

Technology and Content areas:

Technology Areas	Content Sections
• Semiconductors and other Electronics Components • Design Software • Reference Design • Test and Measurements • Embedded • VLSI • Hardware Design	• News • New Products • Design Guide • Online Courses • India Electronics • Student Section • Component sourcing guide • Events

Technology Sub-channels:

• Processor / MCU / DSP • Memory • Analog • Logic and Interface • PLD / FPGA • Power-supply and Industrial ICs • Discrete • Opto • Passives	• Interconnect • Sensors • Security/ID chips • IoT • Automotive ICs • Cellphone ICs • Consumer ICs • Computer ICs • Communicatio n ICs (Data & Analog) • RF	• Reference Design • EDA Design Software /Tools • Test and Measurement • Aero/Defense • Medical Electronics • Semiconductor Manufacturing • Solar Tech • SubSystems/Emb edded Boards

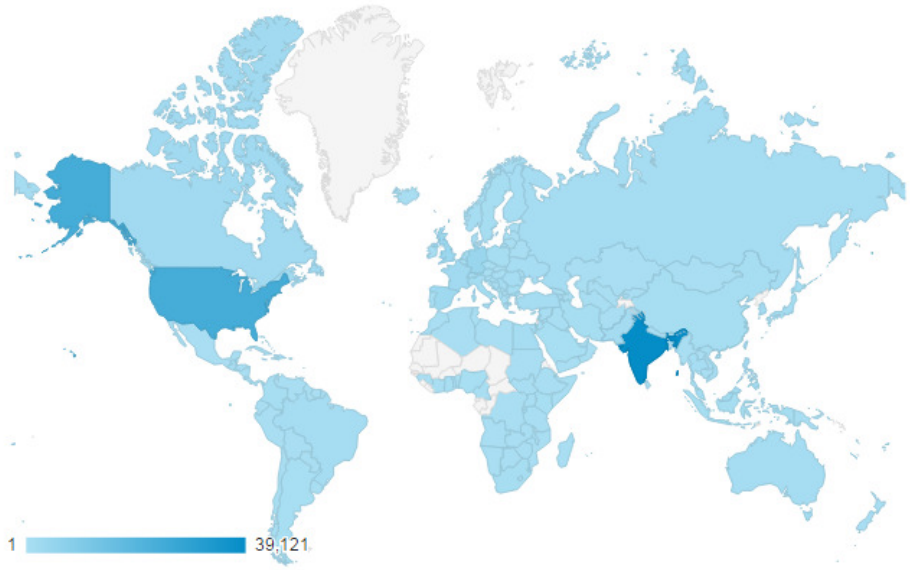
Readership

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% Manager Cadre: 25% Sen. Des. Engineers: 30% Fresh Engineers: 25% PR and Media: 10%	Tier1 companies: 30% Tier2 companies: 30% Colleges and Institutes: 20% From ISP: 30%	News: 25% New Products: 20% Design guide: 40% Others: 5%

Geography of Readers:



Country / Territory	Acquisition: Sessions	Country / Territory	Acquisition: 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.
- You can target audience by VLSI, Embedded, hardware and any such selected areas.
- No rotation of ads, they will be displayed continuously.
- You can choose the exact page or content type for your advt.
- We provide the profile of your ad viewers using traffic analysis tools.
- Our quarterly and annual package offers high value for money.
- Through EE Herald, companies can reach CEO, CTOs, and hardworking design engineers of electronics engineering companies through our unbiased articles.
- Are you a startup only with few dollars budgeted for advertising. Otherwise a smart advertiser who would like to count returns for each invested Cent. Then EE Herald can serve your online advertisement needs.
- 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.

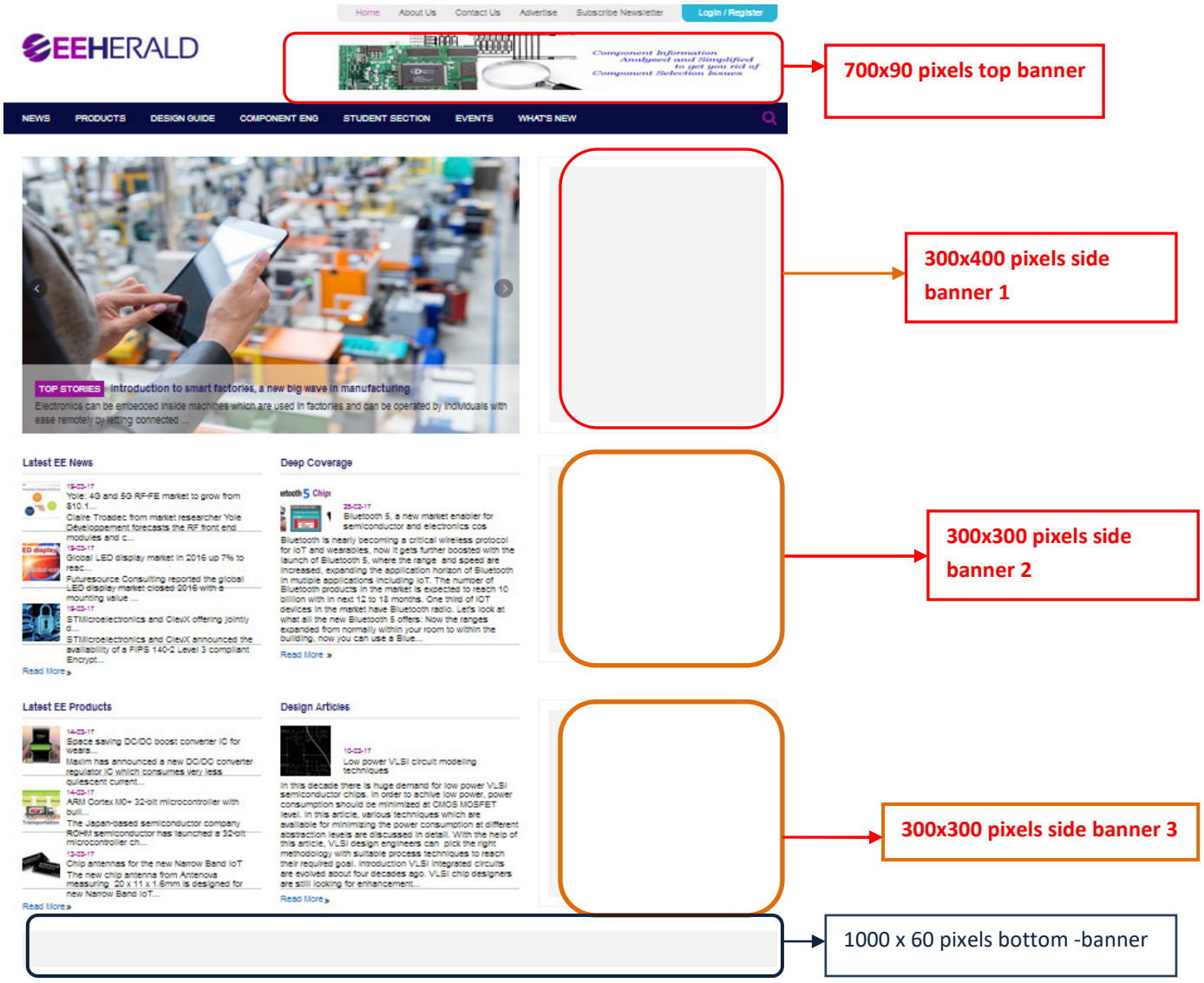
Advertisement Rates

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 adopt 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.


Home
About Us
Contact Us
Advertise
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EEHERALD
Component Information Analysed and Simplified to get you rid of Component Selection Issues
700x90 pixels top banner
NEWS
PRODUCTS
DESIGN GUIDE
COMPONENT ENG
STUDENT SECTION
EVENTS
WHAT'S NEW
TOP STORIES
Introduction to smart factories, a new big wave in manufacturing
Electronics can be embedded inside machines which are used in factories and can be operated by individuals with ease remotely by letting connected ...
300x400 pixels side banner 1
Latest EE News
Deep Coverage
Read More
300x300 pixels side banner 2
Latest EE Products
Design Articles
Read More
300x300 pixels side banner 3
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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