

Electronics For You



Thank You IIT Madras

It was in your hostel room
that the idea was conceived

Born in 1969.
At IIT Madras.
(India's Leading Engineering Institution)



The first issue in Jan '69



The Jan '19 Issue



Mission: Enable informed decisions related to Technology.

Decisions could be connected with R&D, purchase, deployment, investment, career or education, but as long as they are connected with tech, Electronics For You magazine's mission is to help its readers in making informed decisions.



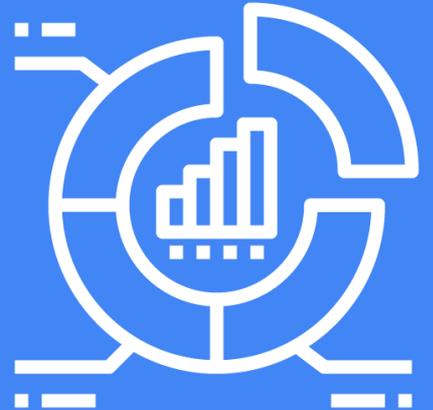
Editorial Calendar Scrapped

Effective 2021, we've decided that we will no longer be publishing our Editorial Calendar. Instead, we will be sharing the list of key topics that we strive to drive. But, without any guarantees.

We want to retain the right (and power) to throw not-so-great content into the dustbin and not waste trees on it.

4 Audience Segments. 4 Editorial Sections.

Entire content of the magazine has been divided into 4 separate sections. Each section targets a specific target audience, and helps them make their informed decisions.

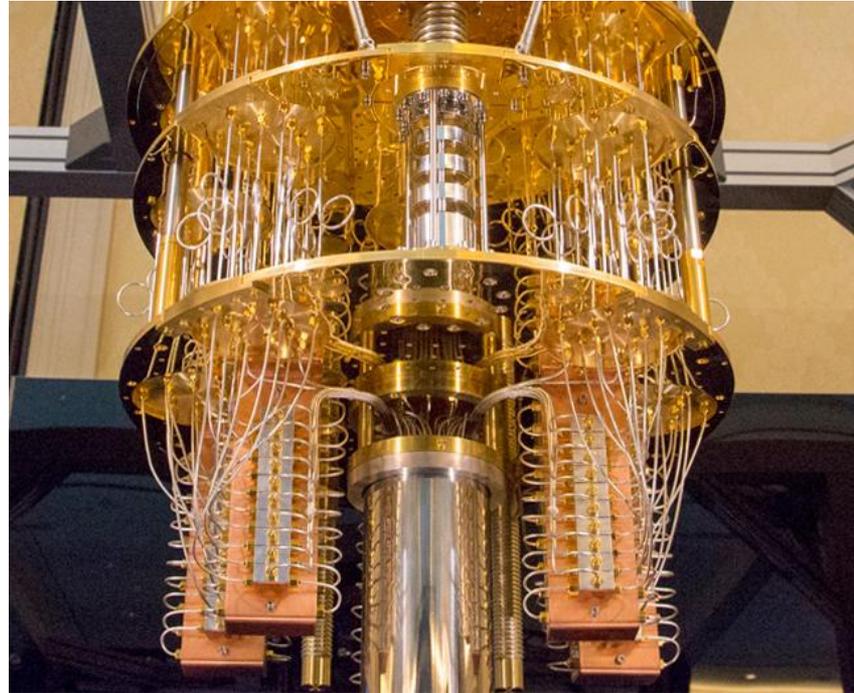


1. TECH

Features technology trends & innovations.

For all those interested in latest technology.

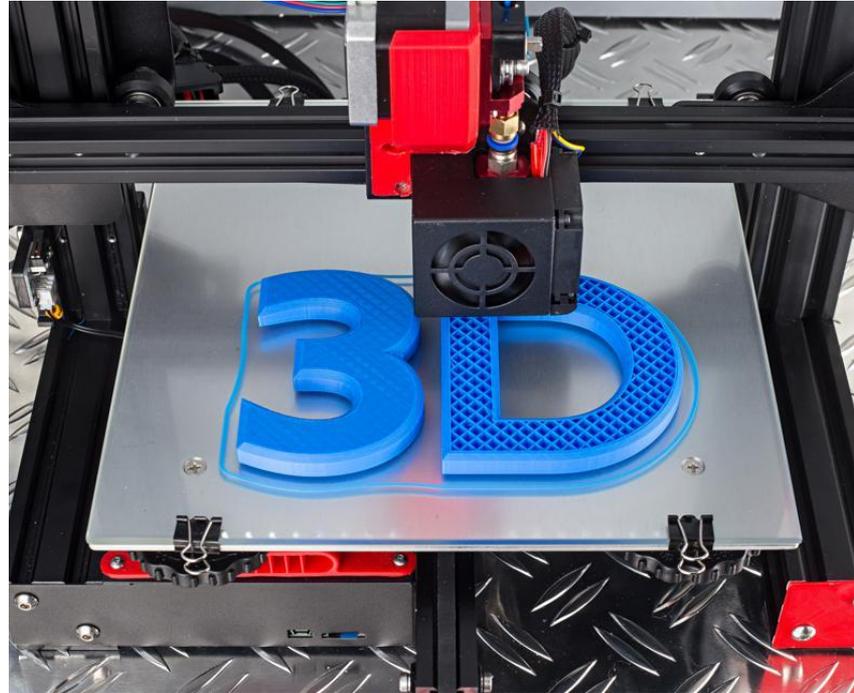
This section appeals to a broad spectrum of EFY's audience, who want to know what's cutting edge, and why is it important.



2. DESIGN

Section focused on Electronics Design.

Features content that enables R&D and Design Engineers to design electronics circuits, embedded systems and complete systems.

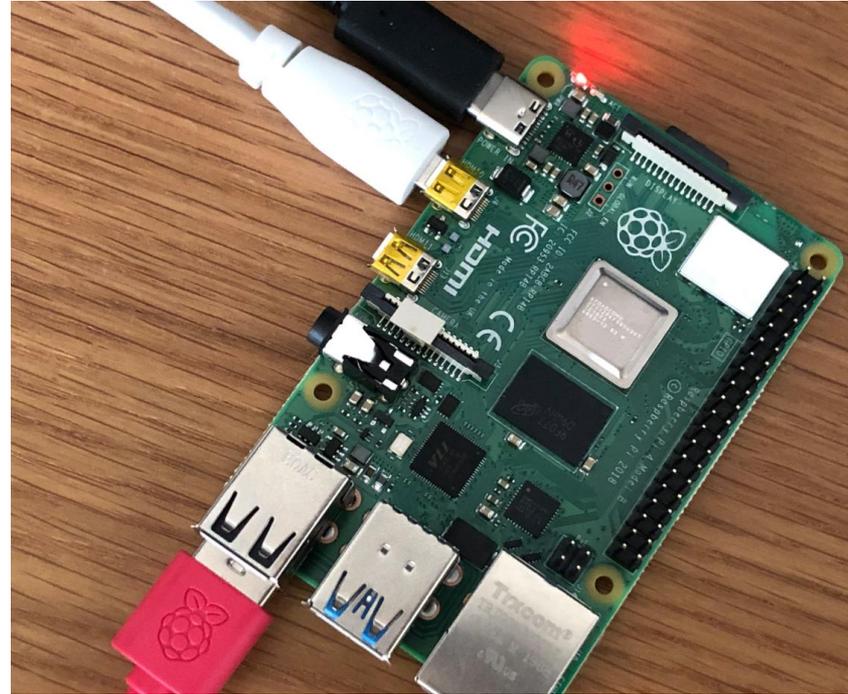


3. DIY

Features DO IT YOURSELF (DIY) content.

Targets DIY enthusiasts.

Many R&D and Design professionals refer to this section too, for ideas on how to solve their design challenges.



4. INVEST

Features content that assists “investment” related decisions.

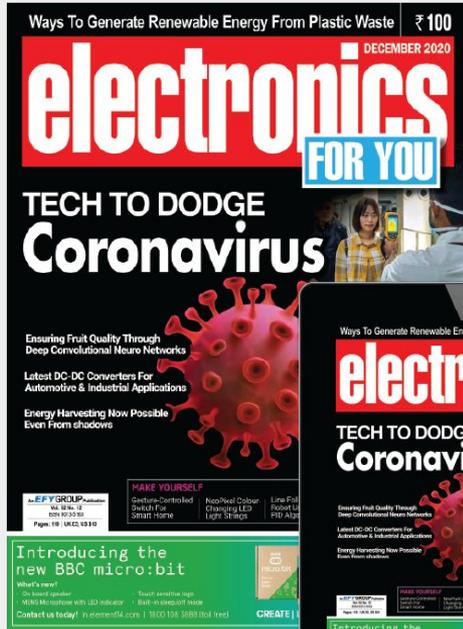
A section targeting CXO-level audience which takes decisions related to investments.

Be it investing in deploying IoT in a factory, or investing in an SMT line. Or, figuring out how recent government policy will affect business opportunities. It's all discussed here.



Both Formats Print & E-zine





Electronics For You is available in both formats: **print and e-zine.**

The **PRINT** edition is sold to readers via news-stands or they subscribe to it from our website.

The **E-ZINE** edition is sold as individual editions or subscriptions, from our website, and also through the website of our partner: Magzter.

**World's Only Electronics
Magazine for Whom
Readers STILL PAY!**





Are you aware of any electronics magazine for which readers still pay?

We've scanned the list of all popular publication--including German and Japanese publication.

We could not find any.

Except one: Electronics For You.

**Independent
Study Confirms
EFY's market-share is
35 TIMES as that
of nearest competitor!**





ELCINA (India's Leading Electronics Industry Association) and **IMRB** (India's Leading B2B Market Research Agency) conducted India's 1st survey of media consumption pattern of India's electronics fraternity.



This report, which can be bought from ELCINA's website, confirmed that **Electronics For You occupies 78.8% market-share while IEEE's SPECTRUM which occupies the 2nd slot, has 2% market share only!**

What about the rest?
"No comments"

electronics for you EXPRESS

The curated e-zine avatar of Electronics For You.





In simpler words, electronics for you EXPRESS (aka EFY Express) is an e-zine only publication with select editorial and advertisements taken from Electronics For You.

It has a simple mission: Reach out to the Digital generation, across the globe, and influence them to want to upgrade to the flagship publication.

Launched in Nov 2020, EFY Express is exposed to 300,000-plus techies, with the aim to exceed half-a-million within 6 months of its launch.

EFY's Supporting Eco-system

These are digital properties related to Electronics For You, which enable us to maintain healthy levels of readership...



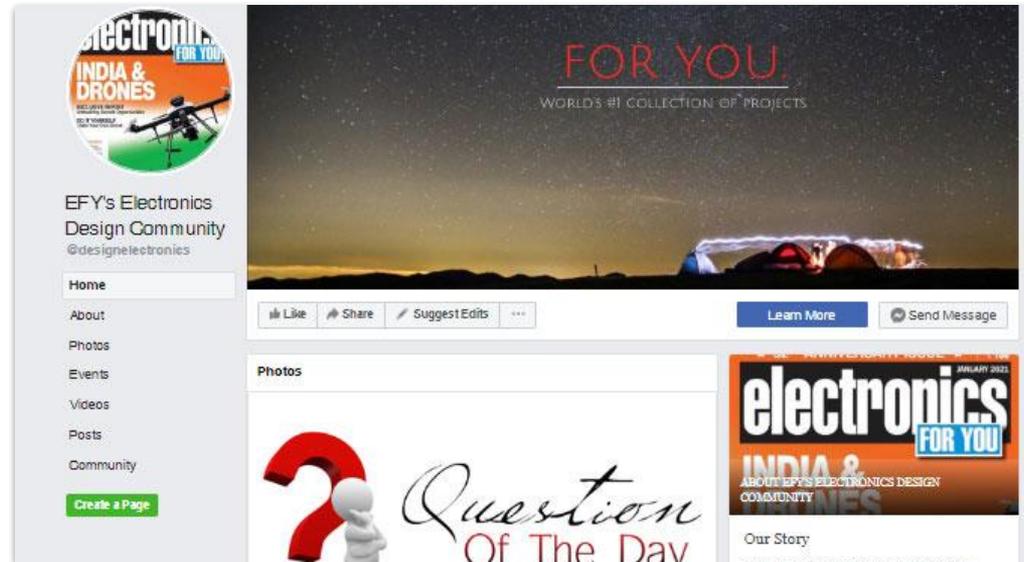
electronicsforu.com

1.5 Million Unique Users Annually

The screenshot shows the homepage of electronicsforu.com. At the top, there is a navigation bar with the date 'Wednesday, January 27, 2021' and links for 'Sign In / Join', 'Advertise', 'About Us', 'Submit Your Article', and 'Magazine'. Below this is a main menu with categories: HOME, PROJECTS (DIY), TECHNOLOGY, INNOVATE, BUZZ, JOBS & CAREERS, VIDEOS, and CHANNELS. A large promotional banner features the website logo 'electronicsforu.com' with the tagline 'If it's electronics, it's here', a '50% OFF' badge, the price 'AT JUST RS/- 4320', and a 'Subscribe Now' button. Below the banner is a search bar with the placeholder text 'Search here..'. A 'TRENDING NOW' section highlights an article titled 'Multilingual Home Automation System Using Google Assistant And Raspberry Pi'. Three article thumbnails are visible: 1. 'Can AI Rescue The World From Global Warming And Climate Change?' with an image of recycling bins. 2. 'Need For Touchless Technologies To Safeguard Against Viruses' with an image of a child and a robot. 3. 'Today's Vehicles Require Higher Power And Less Weight' with a portrait of a man.

FACEBOOK: EFY's Design Engineer's Community

1 Million-plus Followers



LINKEDIN: Electronics India

13K-plus Followers

LinkedIn Jobs Electronics India Worldwide

Celebrating **50** years Since 1969

Electronics India
Online Media
GURUGRAM, HARYANA · 13,034 followers

Electronics India aims to accelerate growth of India's ESDM industry by connecting different stakeholders.

View all 2 employees

Circulation & Readership Stats

Due to Covid, there has been a slight impact on circulation--especially sales via news-stands, and distribution of copies at events, the launch of EFY Express has enabled us to cover the gaps and connect with an even larger audience.

Following figures provide a broad average...



**Estimated Unique Readership of EFY (Print),
EFY (e-Zine) and EFY Express (E-zine)**

Monthly: 350,000+

Annually: 600,000+

Monthly Breakup of Readership

EFY Print: 200,000

(Based on 4:1 ratio (readers: copies) for print publications)

EFY E-zine: 50,000

EFY Express: 100,000

(Expanding rapidly)

FOOT NOTES

1. We provide bonus publicity via promotion of ad and brand/logo via our Leading Supplier of Electronics monthly emailer
2. The actual readership for print might be a bit lower in 2021, due to lower reader-to-copy ratio because of Corona
3. But, readership via EFY Express is expanding at a very high pace now and expected to touch 200,000 before end of 2021

LET'S DISCUSS MARKETING...

DISCLAIMER:
Your Ads May Not Generate Phone Calls.



Our recent surveys of our readers indicate:

1. Very few readers pick up the phone and call after seeing an ad (less than 15%)
2. Most readers instead Google and visit your website (60-plus %)
3. Some readers shoot an email with a query (20-plus %)

TIP: To identify the BEST IMPACT of your advertising, check Google Analytics of your website, and see if there's been a surge in traffic--especially (i) Direct traffic and Search traffic for products or offers mentioned in your ad.

**Different Needs.
Different Options.**





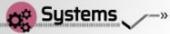
Front Cover Strip

Front Gatefold

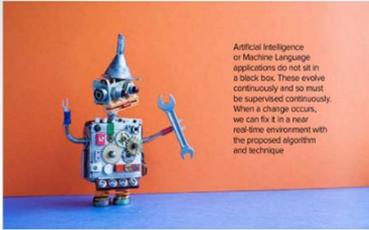
Page 3

Premium Pages

The Cover Strip, Gate-fold, Inside Cover, Back Cover, and few more offer the ability for brands to communicate their Premium to their target audience.



AI: The Curious Case Of Concept Drift



Artificial Intelligence or Machine Language applications do not sit in a black box. These evolve continuously and so must be supervised continuously. When a change occurs, we can fix it in a near real-time environment with the proposed algorithm and technique.

Anand Sambal

Think about a scenario where you are using an electric motor on your ship floor. You have installed a few sensors on this motor's outer body, and these sensors are continuously sending the data over the wireless network. Moreover, you also have an elaborate setup on the cloud where your application analyses these parameters and determines your motor's health status.

Of course, this scenario considers the trained status of motor, situation and current consumption by the motor during the learning phase. Moreover, so long as nothing changes, the pattern recognition works like a charm. That is what a good

machine learning outcome would look like. However, the data generated by an electric motor can change over time. It can result in poor analytical results, which otherwise assumes a static relationship between key parameters and motor health.

The change in data occurs due to various real-life scenarios. These scenarios range from changes in operating load conditions, aging of mechanical components such as ball bearings, or wear and tear of the foundation on which the motor is installed. Environmental conditions can change, and several other factors may get affected too.

Nonetheless, this occurrence is quite common for several other real-life scenarios

Does Your Antivirus Solution Provide You With Complete Protection?

Don't RELY on 20 years old technology to FIGHT current date viruses



TOP 10 things that your Antivirus solution should provide to tackle today's threat...

Ransomware File Protection	ATP-Advance Threat Protection	EDR- Endpoint Detection And Response	
Application Blocking	Deep Learning Malware Analysis	Exploit Prevention	URL Blocking
Disk and Boot Record Protection	Peripheral Control	Respond Investigate Remover (Root Cause Analysis)	

If it doesn't, contact us for a solution which can
Contact: Santosh on 9971696319 or Email at santosh.gupta@tsipj.com



L. T. Solutions India Private Limited
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• Mumbai
• Delhi
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SOPHOS WAS BEST SECURITY PARTNER | Q4 2023
SOPHOS WAS BEST SECURITY PARTNER | Q3 2023
SOPHOS WAS BEST SECURITY PARTNER | Q2 2023

Branding Pages

Ads placed along with editorial pages throughout the magazine offer a good opportunity for Branding and Response Generation.

All four editorial sections feature Branding Ads: Tech, Design, DIY and Invest.

BUSINESS PAGES

RESPONSE PAGES

MACEE
 SPECIALTIES
 NATIONAL CONTROLLING EQUIPMENTS INDUSTRIES

MITSUBISHI
 SPECIALTIES
 PREMIER INDUSTRIES

TUBULAR BATTERY
 FOR YOUR UPS, INVERTERS & SPECIALLY MADE FOR SOLAR
 TRACTION BATTERIES & STATIONARY CELL
 SIXTH ACCUMULATORS PRIVATE LIMITED
 CPM BANGALORE

HEATSINK INSULATION SILICONE RUBBER
 Features:
 • Heat Conductivity
 • High Tensile Strength
 • Excellent Electrical Properties
 • Excellent Thermal Stability
 • High Temperature Resistance
 • Excellent Dimensional Stability
 • Excellent Adhesion
 • Excellent Processability
 • Excellent Surface Finish
 • Excellent Mechanical Properties
 • Excellent Chemical Resistance
 • Excellent Environmental Resistance
 • Excellent Electrical Properties
 • Excellent Thermal Stability
 • Excellent Dimensional Stability
 • Excellent Adhesion
 • Excellent Processability
 • Excellent Surface Finish
 • Excellent Mechanical Properties
 • Excellent Chemical Resistance
 • Excellent Environmental Resistance

ABA Global Resources Pvt. Ltd.
 www.aba-global.com

perfect metal works
 Aluminum Profile, Aluminum Alloy Round Bars, Aluminum Alloy Plates
 Mumbai Branch: 1, NARAYAN CHAVAN ROAD, 4, THE GARDENS, 2ND FLOOR, WARDHA ROAD, BANGALORE - 560 025. TEL: 080-26709333, 26707463. FAX: 080-26709333. E-MAIL: info@perfectmetalworks.com, www.perfectmetalworks.com

To Advertise In This Section

CALL
 Mumbai (022) 25791981-47826
 You can also write to us at: efy@efy.in

68 JANUARY 2011 • ELECTRONICS FOR YOU EXPLORE 110

www.EFYou.com

Response Ads

These are similar to Classified ads in news-papers. They are the MOST budget-friendly ads available in Electronics For You.

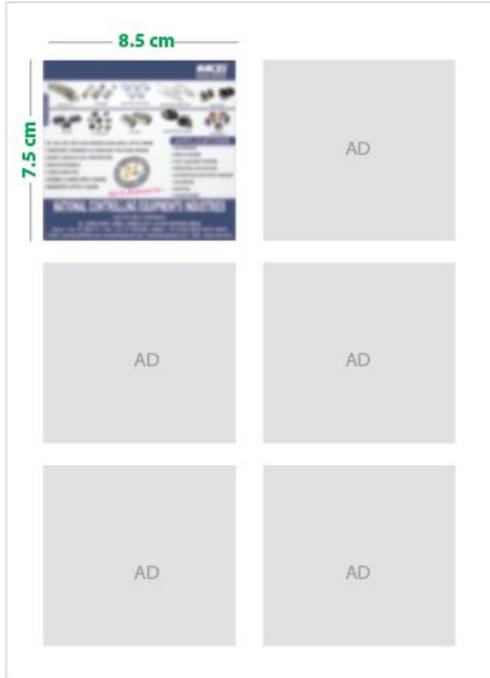
They appear right at the end,

Ad Sizes to Suit Budgets

Electronics For You offers a range of ad sizes to ensure that we have an option to suit your budget. Here's a showcase of different types and sizes of ads, ***displayed in the order of most budget-friendly first...***



Response Ads



Strip Ad (Horizontal)

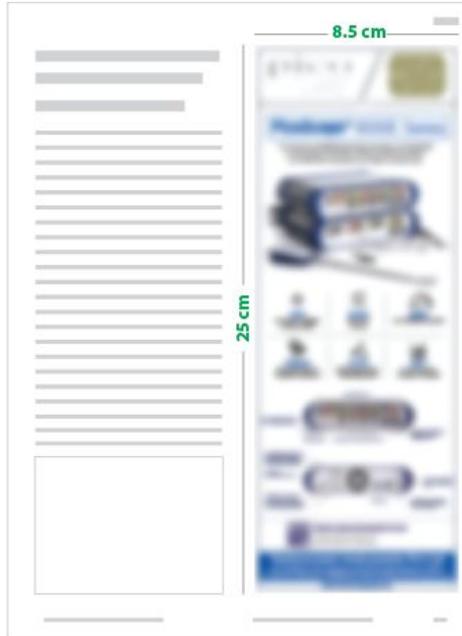


Strip Ad (Vertical)



TIP: ADS SHOWN IN ORDER OF “MOST BUDGET FRIENDLY” FIRST

Half Page (Vertical)



Half Page (Horizontal)



Full Page



TIP: ADS SHOWN IN ORDER OF “MOST BUDGET FRIENDLY” FIRST

Double Spread



TIP: ADS SHOWN IN ORDER OF “MOST BUDGET FRIENDLY” FIRST

TARIFF @ GLANCE



		<i>EFY</i>	<i>EFY</i>	<i>EFY XP</i>	<i>EFY XP</i>
IMPACT	Ad Size / Positions	US\$	INR	US\$	INR
BIG BANG	Front Gatefold	\$3,940	₹225,000	–	–
BIG BANG	Art Paper Insert (2 sided ad)	\$3,500	₹200,000	–	–
PREMIUM	Back cover	\$2,630	₹155,000	–	–
PREMIUM	Opening page (Facing IFC)	\$2,440	₹126,500	–	–
PREMIUM	Inside front cover (IFC)	\$2,535	₹135,000	–	–
PREMIUM	Opposite Contents	\$2,340	₹126,500	–	–

TIP: EFY XP refers to EFY Express. Only limited positions are available for direct booking in EFY XP.

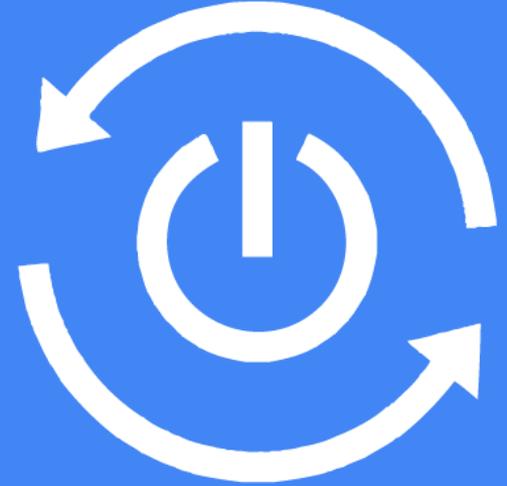
		<i>EFY</i>	<i>EFY</i>	<i>EFY XP</i>	<i>EFY XP</i>
IMPACT	Ad Size / Positions	US\$	INR	US\$	INR
PREMIUM	Inside back cover (IBC)	\$2,340	₹120,000	–	–
PREMIUM	Last page (Facing IBC)	\$2,240	₹110,000	–	–
PREMIUM	Front Cover Strip	\$2,535	₹135,000	–	–
PREMIUM	Pages 7, 9, 11, 13, 15,17, 19, 21	\$2,145	₹99,990	–	–
BRANDING	Full page	\$1,950	₹85,000	\$350	₹20,000
BRANDING	Half page	\$1,200	₹52,000	\$220	₹12,500

		<i>EFY</i>	<i>EFY</i>	<i>EFY XP</i>	<i>EFY XP</i>
IMPACT	Ad Size / Positions	US\$	INR	US\$	INR
BRANDING	Quarter page	\$750	₹32,000	–	–
BRANDING	Strip ad (V)	\$900	₹45,000	–	–
BRANDING	Strip ad (H)	\$700	₹30,000	–	–
BRANDING	Double spread	\$2,925	₹127,500	\$630	₹36,000
ROI	BIZ Page: Full Page	\$1,465	₹63,750	–	–
ROI	BIZ Page: Half Page	\$900	₹39,000	–	–
ROI	Response Page (Classifieds)	\$425	₹16,500	–	–

Special Deals & Offers

Reboot Industry: The Extra Deliverables

An initiative to enable electronics industry to reboot faster.



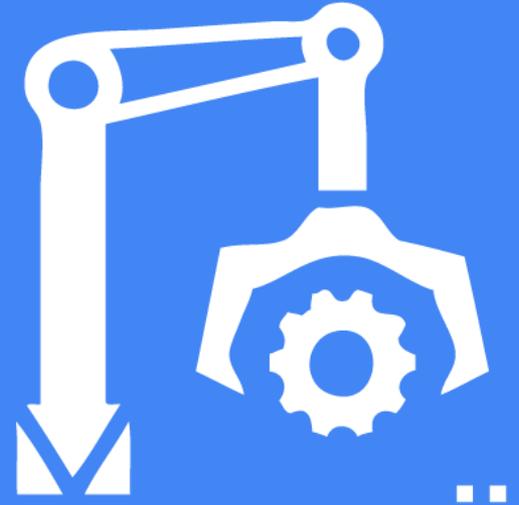
REBOOT INDUSTRY

Under this initiative, Series Discounts have been increased. Discount structure has been made pyramidal. And, extra freebies have been added to provide advertisers with best possible return-on-investment (RoI).

SIZE OF AD	ITW (Response)	FREE COPIES	Leading Supplier Newsletter	Ad Index	Suppliers' Index	Same Ad in EFY Express	Audit of Ad
Full Page	ITW (Lite)	100	FREE	FREE	FREE	FREE	FREE
Half Page	ITW (Lite)	50	FREE	FREE	FREE	FREE	FREE
Qtr Page or Others	ITW (Super Lite)	25	NA	FREE	FREE	FREE	FREE

Make in India

An initiative to promote Manufacturing of Electronics in India



What is Electronics For You doing to help accelerate electronics manufacturing?

That's the question we keep asking ourselves

Our latest initiative in this direction is the launch of
“**Make in India**” offer to drive growth of
organisations that play a critical role in the
electronics manufacturing eco-system.

Herein, firms that supply manufacturing equipment or tools, or are EMS providers, or provide design services—will enjoy a ‘first time in the history’ pricing on advertisements published in Electronics For You’s INVEST Section.

The INVEST section features stories aimed at enabling technopreneurs and senior business and technology leaders in taking informed decisions related to business strategy, policy and market.

Plus, these ads will get published for FREE in EFY Express too.



Gift of Knowledge



**Would you like to occupy the
TOP OF THE MIND slot amongst your
customers and prospects?**

**Would you like them to be reminded
of YOU every month?**

**Would you like to send them a gift that will
not cast a doubt on their or your integrity?**



Gift of Knowledge is a scheme, wherein we send Electronics For You magazine in special packing along with customised letters from the editor, mentioning and thanking the sponsor (YOU)--every month.

A very attractive offer has been designed for the sponsors.



Brands That Advertise



**Here's a list of leading brands that have
advertised in recent times...**

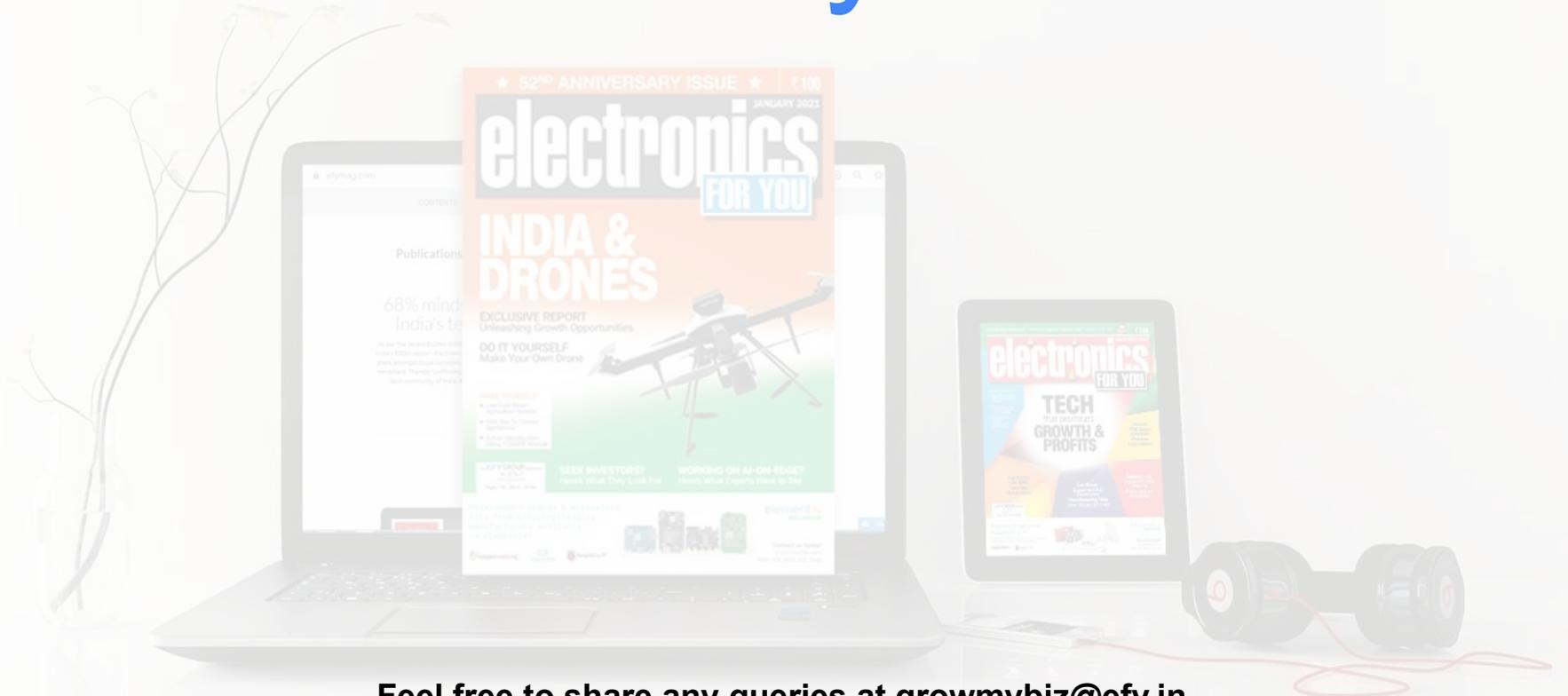
 AHEAD OF WHAT'S POSSIBLE™			 EMBEDDED TECHNOLOGIES	 Reach Further™	
					
 EXCEED YOUR VISION	 TECHPOWERING THE WORLD™	 AN AVNET COMPANY	 THE SOLUTIONS PEOPLE		
	 Simply Reliable				
 ISO 9001:2015 COMPANY					
		 Partners in Technology SMT • AUTOMATION • SOLAR • ACADEMY		 an INFINITI® brand	
			 Make ideas real		
 Your Confidence our Motivation		 life..augmented	 www.slscorp.com		
 Swiss. Embedded. Computing.	 Now part of Maxim Integrated			 Since 1979	

IN A NUTSHELL



- EFY combines the benefits of **PRINT and E-ZINE**
- EFY has been rated as **India's #1 electronics publication** by an independent study
- EFY has **advertising options** to suit different marketing goals and advertising budgets
- EFY enables you to **target your audience** by placing your advertisements in sections catering to them
- Readers of EFY value its content enough to **pay for the magazine** or its e-zine
- EFY Express provides a **Multiplier Bonus** readership to select advertisers
- Plus, EFY provides many additional benefits to ensure **best RoI for its advertisers**

Thank you.



Feel free to share any queries at growmybiz@efy.in.