

# EDN ASIA

India Edition

ELECTRONICS DESIGN, STRATEGY, NEWS

2012 MEDIA KIT

## ■ ABOUT EDN ASIA INDIA EDITION

With over 18 years of editorial experience, **EDN Asia** is the premier source of electronics design news, articles and insight - written by engineers, for engineers - into Asia's ever-evolving electronics industry. EDN Asia India Edition is a quarterly supplement, which is a part of **EDN Asia**.

EDN Asia is part of the EDN Worldwide network of publications and websites, which includes EDN China, EDN Europe, EDN Japan and EDN North America.

## ■ FEATURES & BENEFITS

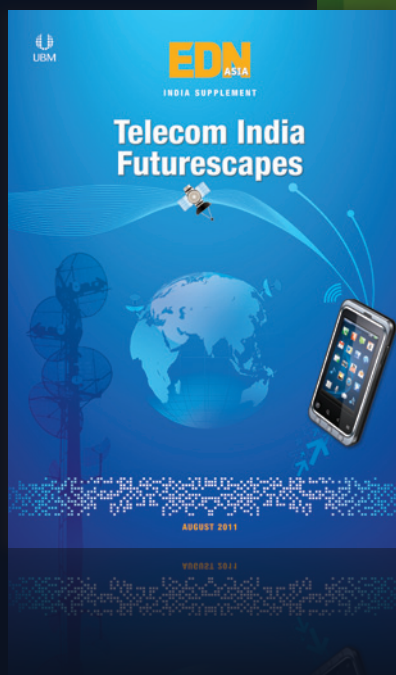
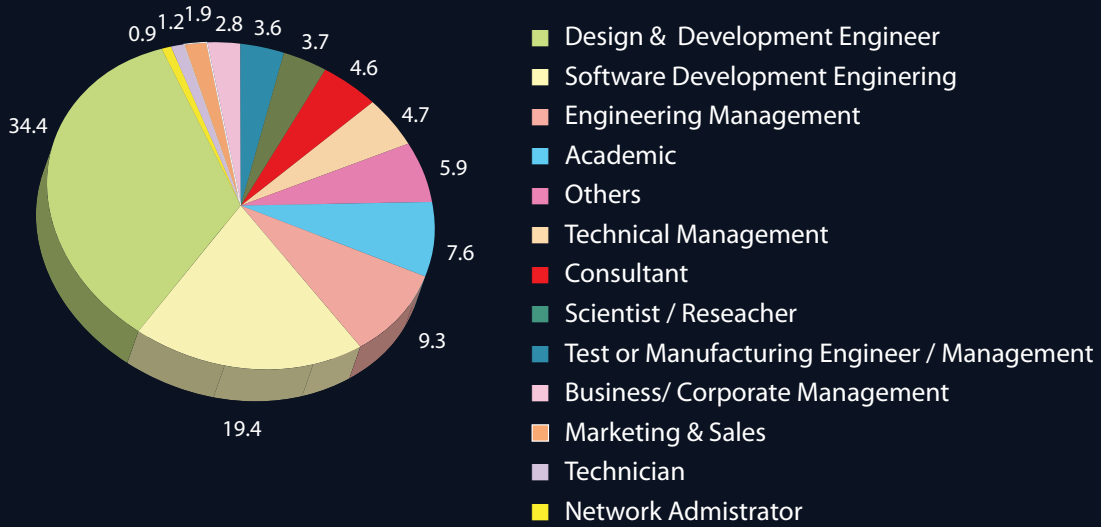
EDN Asia India Editions provides focused content for specific sub-groups within the engineering community. Drill down to your target audience and put your message across effectively. The India Supplement Series throws a spotlight on South Asia. It will provide valuable information on the region's design engineering activities and give readers a broad overview of India's potential in the design industry. It will also discuss significant technological trends in the India semiconductor design industry.

- Circulation** : 6,000 qualified readers per issue
- Frequency** : 4 issues
- Featuring** : Automotive Electronics in February, Consumer Electronics in May, Telecom in August and Defence in November

Each of the issues will feature exclusive write-up on product designs done in India, India's technological capabilities and local innovations. It will also draw a comparison between the design strengths of India with those of other Asia-Pacific countries as well as showcasing India's competitive advantages and the featured company's competitive advantages. Each participating company also gets to present one of its designs done in India!

## ■ READERSHIP PROFILE

(Designation-wise %)



## AD RATES

Position	1 issue		4 issues	
	USD	INR	USD	INR
Front Inside	3,850	1,90,000	3,360	1,80,000
Back Inside	3,520	1,75,000	3,350	1,65,000
Back Cover	4,070	2,00,000	3,870	1,90,000
ROP	2,970	1,50,000	2,830	1,40,000

## CLOSING DATES

Issue	Ad Booking	Ad Copy
February	05 Jan 12	12 Jan 12
May	05 Apr 12	12 Apr 12
August	06 Jul 12	13 Jul 12
November	05 Oct 12	12 Oct 12

## AD SPECIFICATIONS & MATERIAL GUIDELINES

**Publication Trimmed Sizes:**  
20cm (W) x 27.3cm (H)

**Digital Files are Accepted (Machintosh Format Only):**  
Illustrator CS4 AI/EPS and InDesign CS4. All images should be saved in CMYK format, 300 dpi resolutions at actual print-ad size, all linked files and fonts must be included.

**Acrobat PDF Files:**  
High resolution PDF must be supplied in actual print ad size with bleed allowance and trim marks. All fonts should be embedded.

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Leave 5mm safe area all around. Bleed requests must be specified on insertion order. Headlines that cross a spread must be split between words or allow 6mm in gutter.

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