

Electronics For You 2022



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.

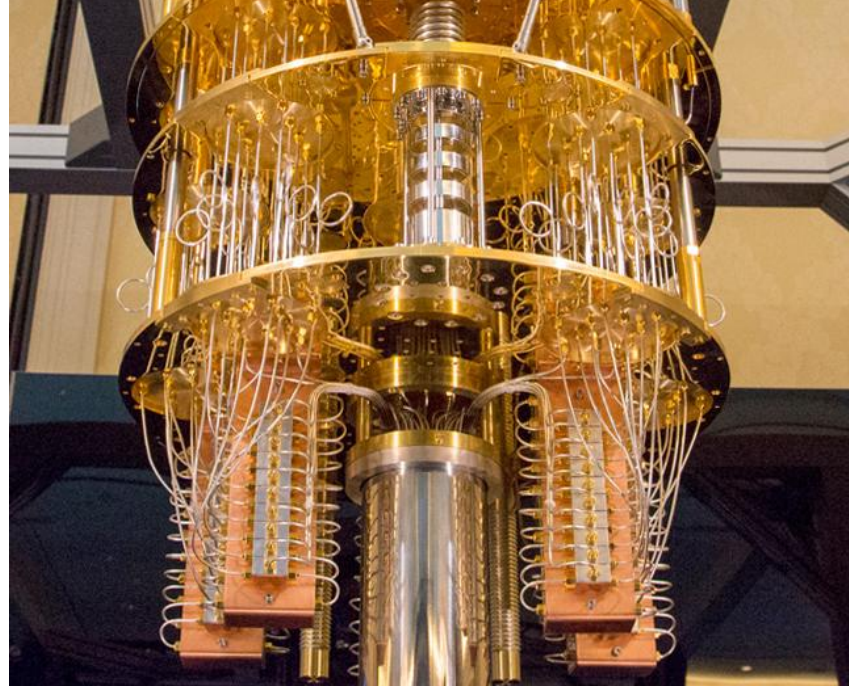


1. TECH

Features technology trends & innovations.

For all those interested in latest technology.

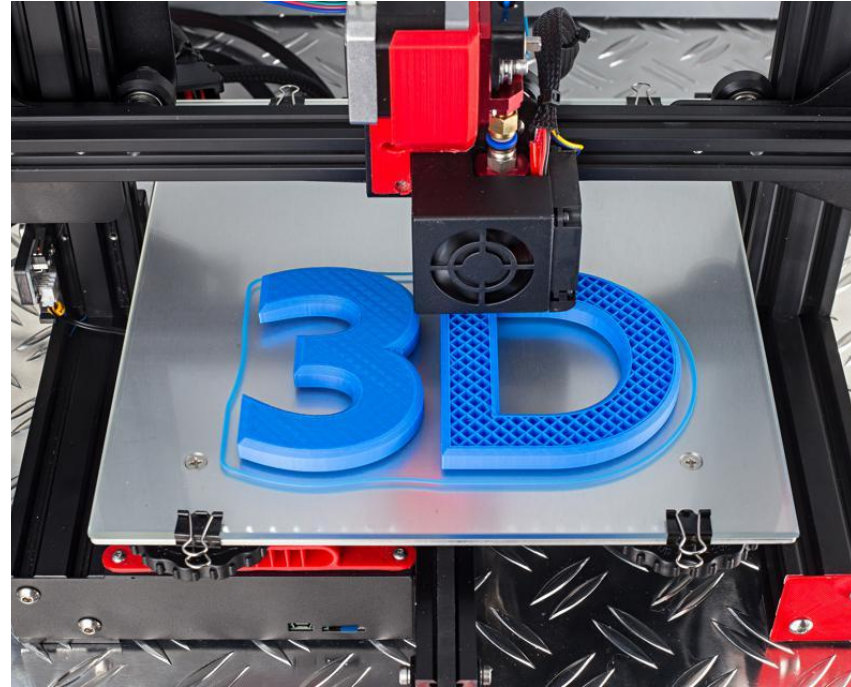
This section appeals to a broad spectrum of EFY's audience, who want to know what's cutting edge, and why is it important.



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. STRATEGY

Features content that assists in formulating business strategy and investment related decisions.

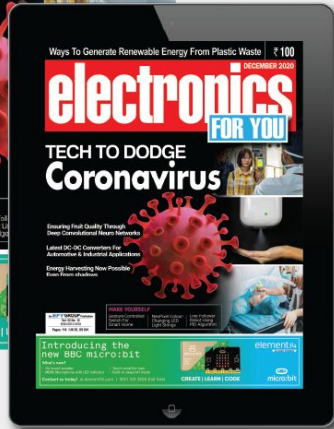
A section targeting CXO-level audience that takes decisions related to investments and business strategies.

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 pay?

We scanned the list of popular electronics publications--including German and Japanese!

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 exposes advertisements in EFY to an additional 300,000-plus techies.

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

Wednesday, January 27, 2021 Sign In / Join Advertise About Us Submit Your Article Magazine


HOME PROJECTS (DIY) TECHNOLOGY INNOVATE BUZZ JOBS & CAREERS VIDEOS CHANNELS


electronicsforu.com
If it's electronics, it's here


50% OFF AT JUST **RS/- 4320** [Subscribe Now](#)

Search here..

TRENDING NOW Multilingual Home Automation System Using Google Assistant And Raspberry Pi

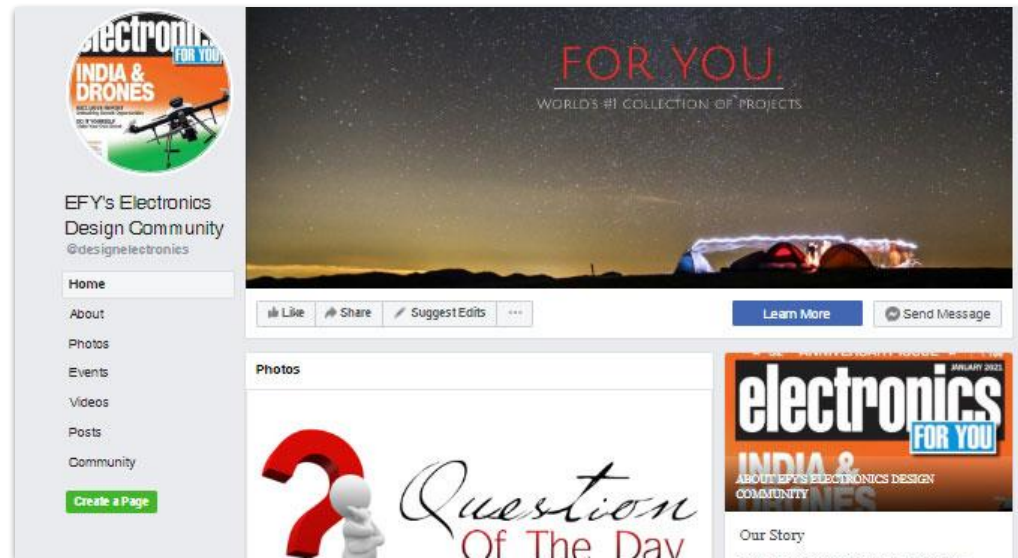

Can AI Rescue The World From Global Warming And Climate Change?


Need For Touchless Technologies To Safeguard Against Viruses


Today's Vehicles Require Higher Power And Less Weight

FACEBOOK: EFY's Design Engineer's Community

1 Million-plus Followers



LINKEDIN: Electronics India

23K-plus Followers



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: 355,000+

Annually: 600,000+

Monthly Breakup of Readership

EFY Print: 200,000+

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

EFY E-zine: 5,000+

EFY Express: 150,000+

(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. Our team was able to improvise the distribution strategy of the magazine to make sure that the copies could be delivered to home addresses of subscribers and strategic audiences who were getting the same delivered to their respective offices. This improved readership immensely and we are now back to our pre-covid levels
3. Readership via EFY Express expanded at a very high pace in 2021 and has now touched 150,000+

Audience Matrix

- Electronics For You • EFY E-zine • EFY EXPRESS
- electronicsforu.com • electronicsB2B.com

PROPERTIES	Electronics For You	EFY E-zine	EFY EXPRESS	Electronicsforu.com	ElectronicsB2B.com
Medium	Print	E-zine	E-zine	Website	Website
Frequency of Update	Monthly	Monthly	Monthly	Daily	Daily
KEY AUDIENCE STATS (QUARTERLY)					
Unique Users (Qtrly)	243,000	7,500	195,000	735,000	205,000
Paid or Free?	Paid	Paid	Free	Free	Free
INDIA vs GLOBAL					
India	99%	67%	58%	55%	79%
International	1%	33%	42%	45%	21%

PROPERTIES	Electronics For You	EFY E-zine	EFY EXPRESS	Electronicsforu.com	ElectronicsB2B.com
Medium	Print	E-zine	E-zine	Website	Website
Frequency of Update	Monthly	Monthly	Monthly	Daily	Daily
BROAD GEO SPREAD					
India	99%	67%	58%	55%	79%
Rest of Asia	0.50%	10%	29%	31%	9%
Americas	0.50%	14%	8%	7%	7%
Rest of World	0%	9%	5%	7%	5%

PROPERTIES	Electronics For You	EFY E-zine	EFY EXPRESS	Electronicsforu.com	ElectronicsB2B.com
Medium	Print	E-zine	E-zine	Website	Website
Frequency of Update	Monthly	Monthly	Monthly	Daily	Daily
AUDIENCE DEMOGRAPHICS: WORK PROFILE (ELECTRONICS ECO-SYSTEM)					
CXOs/Founders	17%	24%	15%	16%	42%
R&D, Tech	41%	43%	40%	43%	10%
Purchase/Vendor Development	11%	10%	5%	4%	14%
Manufacturing	9%	11%	4%	3%	17%
Academicians	8%	10%	13%	12%	4%
Students	10%	1%	18%	17%	2%
Others	4%	1%	5%	5%	11%

Note: ElectronicsB2B.com has a higher % of 'Others' due to strong readership of Sales & Marketing professionals

**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.**





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 Sundh

Think about a scenario where you are using an electric motor in your shop 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 pattern of motor vibration 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
Disk and Boot Record Protection	Peripheral Control	Respond Investigate Remove (Root Cause Analysis)

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



L. T. Solutions India Private Limited
3-885, Cyber Park, 4th Floor, New Delhi-110029
Ph: 011-47600000 Email: sales@tsipl.com www.tsipl.com

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• Jaipur
• Chandigarh

SOPHOS IS AN ISO 27001 CERTIFIED PARTNER | **QUALITY** ISO 9001
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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

If 'immediate' Return-on-Investment is your primary concern, and you don't want to invest in Brand Awareness or Brand Building, then this section placed near the end of the magazine is perfect for you.

Here, ads appear one in front of the other. No editorial pages in between.



Response Ads

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

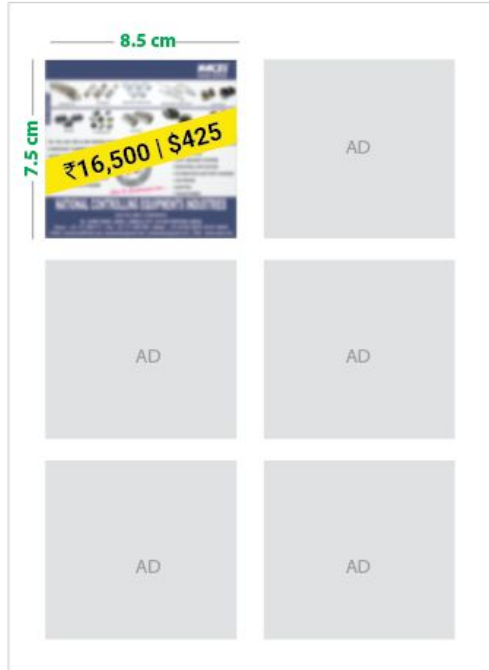
They appear right at the end.

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



TARIFF AT A GLANCE		EFY	EFY	EFY XP	EFY XP
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	–	–
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	\$500	₹30,000
BRANDING	Half page	\$1,200	₹52,000	\$300	₹18,750
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	\$900	₹54,000
ROI	BIZ Page: Full Page	\$1,465	₹63,750	–	–
ROI	BIZ Page: Half Page	\$900	₹39,000	–	–
ROI	BIZ Page: Quarter Page	\$500	₹24,000	–	–
CLASSIFIEDS	Response Page	\$425	₹16,500	–	–
ROI	Ad on Monthly Leading Supplier EDM	\$500	₹35,000	–	–

		<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	\$500	₹30,000
BRANDING	Half page	\$1,200	₹52,000	\$300	₹18,750

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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	\$900	₹54,000
ROI	BIZ Page: Full Page	\$1,465	₹63,750	—	—
ROI	BIZ Page: Half Page	\$900	₹39,000	—	—
ROI	BIZ Page: Quarter Page	\$500	₹24,000	—	—
ROI	Response Page (Classifieds)	\$425	₹16,500	—	—
ROI	Ad on Monthly Leading Supplier EDM	\$500	₹35,000		

		<i>EFY</i>	<i>EFY</i>	<i>EFY XP</i>	<i>EFY XP</i>
IMPACT	Ad Size / Positions	US\$	INR	US\$	INR
PRODUCT SHOWCASE	Full Page page	\$600	₹40,000	—	—
PRODUCT SHOWCASE	Half Page page	\$375	₹25,000	—	—
PRODUCT SHOWCASE	Quarter Page page	\$225	₹15,000	—	—
PARTNERSHIP OPPORTUNITIES	Full Page page	\$600	₹40,000	—	—
PARTNERSHIP OPPORTUNITIES	Half Page page	\$375	₹25,000	—	—
PARTNERSHIP OPPORTUNITIES	Quarter Page page	\$225	₹15,000	—	—
Deals & Offer Coupon	Single Coupon	\$150	₹10,000	—	—

SCHEMES & OFFERS for advertisers

SCHEME #1

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	Supplier s' 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

SCHEME #2 **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 **STRATEGY** Section.

The STRATEGY 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.



SCHEME #3

Electronics For You's Product Showcase

An editorial-styled section which enables you to publish your product with details.



EFY's Product Showcase

You can opt to choose a full-page, a half-page or a quarter-page coverage for your product–based on your budget and marketing goals. This will also include a B2B Connect box item for readers to contact you for any B2B discussions.

Here, you get to choose your title, your text and your photos—as long as they fit in the size of the showcase you have chosen. Our font size and style is fixed. Hence, bigger the size of the show-case more photos and text can your display.



PRODUCT SHOWCASE



Showcasing products & solutions
that deserve your attention

Intel Launches 12th Gen Intel Core Mobile Processors



Intel claims to have unveiled the world's fastest mobile processor, bringing its performance hybrid architecture to mobile platforms for the first time with new 12th Gen Intel Core mobile processors that are up to 40 percent faster than the previous generation mobile processor.

Intel introduced 28 new 12th Gen Intel Core mobile processors that are said to deliver a feature-rich suite of capabilities to create laptops for people to compute whenever and wherever they need – without compromise. With the introduction of the full 12th Gen Intel Core desktop processor lineup, the 12th Gen Intel Core processor family also represents the company's most scalable lineup to date, powering designs across consumer, enterprise, the

Internet of Things (IoT) and other applications. The company had also introduced the all-new 12th Gen Intel Core H-series mobile processors led by the Intel Core i9-12900HK.

According to the company, the expansive 12th Gen Intel Core mobile family also includes the new U- and P-series mobile processors. With up to 14 cores and 20 threads and featuring Intel Iris Xe integrated graphics, the new P-series processors operate at 28W base power and are designed for performance thin-and-light laptops, while the U-series processors operate at 9 to 15W and are designed for form factor optimized thin-and-light laptops. These mobile processors are tailor-made for the performance needed in the variety of thin-and-light laptops and cutting-edge form factors that OEMs will deliver in 2022, including foldables, 2 and 1s, detachables and others.

In addition, Intel introduced the new Intel H670, H610 and B660 chipsets that will support broad consumer processors. The new chipset options deliver many of the great Z-series platform capabilities, like PCIe 4.0 lanes, integrated Intel Wi-Fi 6E (Gig+) and Intel Volume Management Device (VMD) – as well as support for memory overclocking.

To extend the experience through accessories, Intel announced the Engineered for Intel Evo and Intel Evo vPro program to build end-to-end experiences backed by Intel co-engineering and testing for Thunderbolt and Bluetooth accessories.



About Intel
Intel (Nasdaq: INTC) is an industry leader, creating world-changing technology that enables global progress and enriches lives. Inspired by Moore's Law, we continuously work to advance the design and manufacturing of semiconductors to help address our customers' greatest challenges. By embedding intelligence in the cloud, network, edge and every kind of computing device, we unleash the potential of data to transform business and society for the better.

B2B Orders Invited
Design Samples Invited
Email: support@intel.com
Phone: (+1) 916-377-7000

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WWW.EFYMAG.COM

SCHEME #4 **Partnership Opportunities**

Appointment of Channel Partners in
Electronics Industry–Is Easier Now!



Partnership Opportunities

Electronics For You has launched a new section titled Partnership Opportunities, where advertisements specific to appointment of channel partners will be published in the Electronics For You magazine's print and e-zine edition. Plus, this section will also be published in electronics for you EXPRESS—the curated e-zine avatar of Electronics For You.

That's not it. This section will be published and promoted via LinkedIn.

And, it will be emailed to our database of 10,000+ CXOs who seek channel-partnership opportunities.

PARTNERSHIP OPPORTUNITIES


THE AWARD WINNING INNOVATION SEEKING BUSINESS PARTNERS

Filter-Fresh Air Purifier

LUFT Duo is a small air purifier that uses SSP Nanotechnology, Titanium Oxide, and LED to trap dust, pollen, pathogens, bad odour, and mould molecules.





SSP NANOTECH
SPF nano LED, SSP is what makes this application a game-changing technology



COMPACT
Compact and portable, easily fits in your office or home



NO SETUP
Plug in, go, and you're done!



ENERGY EFFICIENT
Powered by LED nano LED, it's energy efficient and eco-friendly



ECO FRIENDLY
No toxins produced



FILTERLESS
No filter maintenance or replacement required



Interested? Let's discuss further
Call: Ady Yen (+886-921-093060) Email: ady@luftqi.com

OR

SCAN THIS QR CODE FOR INFO



SCHEME #5 **Deals & Offers**

New Section for Promotion of Deals & Offers in Electronics For You



Deals & Offers

Want a great platform to promote Deals and offers to the right audience? Presenting a Win-Win-Win solution for all of us...

- Want to promote a special offer on your products or services?
- Would like to target the combined audience of Electronics For You (print & e-zine), electronics for you EXPRESS and electronicsforu.com newsletters?
- Seek a super budget-friendly option to do it?

If your replied YES to all 3 questions, then you should seek details of the newly launched Deals & Offers section in Electronics For You and electronics for you EXPRESS (efy XP).



DEALS & OFFERS

Collection of some amazing benefits, offers and deals For You...

Valid Till 31 Jan 2022

Automotive
Software Applications
Test In-Vehicle
Communication Systems

SPECIAL OFFER
For Design Engineers

Scan to avail offer OR
Visit: www.website.com

SPECIAL VOUCHER
43% OFF

Embedded
Kart DC 5A
Motor PWM
Speed Controller

To avail offer, visit:
www.bit.ly/43-OFF

Valid Till 31 Jan 2022

40W Trigger Feed Leak Proof Gun

Save ₹1200

Scan to avail offer OR
Visit: www.website.com

Valid Till 31 Jan 2022

65% OFF
Dreamlux® 9 WATT DOB

(PACK OF 5, 9 WATT)

Scan to avail offer OR
Visit: www.website.com

Valid Till 31 Jan 2022

SCHEME #6 **Gift of Knowledge**

An incredible top-of-the-mind
marketing solution that is loved by
your prospects



**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...**

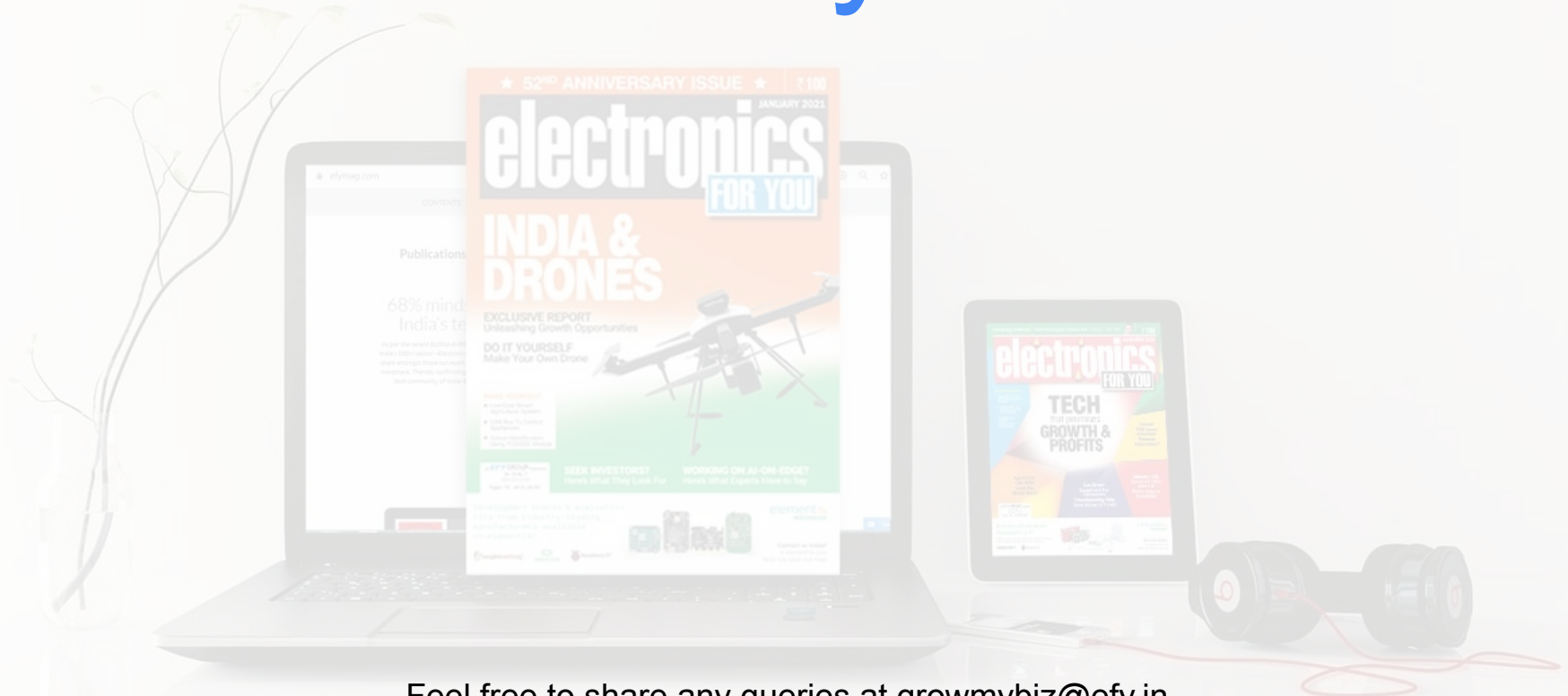
 ANALOG DEVICES AHEAD OF WHAT'S POSSIBLE™			 ARTESYN EMBEDDED TECHNOLOGIES	 AVNET Reach Further™	 Binay Opto Electronics
					
 EPSON EXCEED YOUR VISION	 evolute TECHPOWERING THE WORLD™	 element14 AN AVNET COMPANY	 ELECTROLUBE THE SOLUTIONS PEOPLE	 FLIR	
	 GW INSTEK Simply Reliable	 HOLTEK			
 LIVE WIRE Electronics ISO 9001:2015 COMPANY	 maxim integrated.	 MathWorks		 MATRIX SECURITY SOLUTIONS	
 MOUSER ELECTRONICS.		 NMTRONICS Partners in Technology SMT • AUTOMATION • SOLAR • ACADEMY	 OSRAM Opto Semiconductors	 IPE PASTERNAK an INFINITI® brand	
 PHENIX CONTACT	 pico Technology		 ROHDE & SCHWARZ Make ideas real		
 SANSON TECHNOLOGIES Your Confidence our Motivation	 SIGLENT	 ST life.. augmented	 SLS www.slsCorp.com	 TEM Electronic Components	
 Toradex Swiss. Embedded. Computing.	 TRINAMIC Now part of Maxim Integrated			 watts 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.