

2025

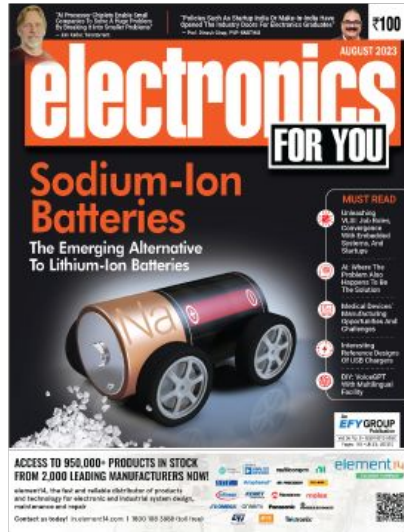
ELECTRONICS FOR YOU

The Power of TRIO



INTRODUCING THE TRIO

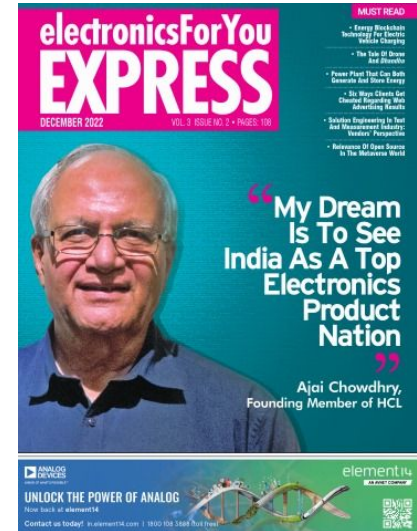
Electronics For You Print



Electronics For You E-zine



electronics for you EXPRESS E-zine only



WHAT'S NEW FROM 2024?

1. 92% REDUCTION IN DELIVERY COMPLAINTS FROM SUBSCRIBERS!

We have invested in upgrading our mode of delivery to subscribers and VIPs from normal post to Online Tracking Delivery mechanism. This has resulted in delivery complaints being reduced by 92%!

2. MORE AUDIENCE:

News-stand sales went up by 6.5%

3. MORE AUDIENCE:

Paid subscriptions went up by 9%

4. MORE AUDIENCE:

Industry's Who's Who List expanded by 8%

5. MORE AUDIENCE:

MORE Average readership of electronics for you EXPRESS up by 9.9%

6. BETTER R-O-I:

New formats of ads introduced:
"You Can't Miss Them"

7. EDITORIAL:

The magazine continues to cater to Creators of electronics, and not just DIYers.

WHAT REMAINS THE SAME

1. THE 'TRIO' ADVANTAGE

The trio of (1) print & (2) ezine of Electronics For You and the (3) ezine of electronics for you EXPRESS provide an ever-expanding range of audience.

2. ENGAGED AUDIENCE

Electronics For You is world's only electronics magazine and e-zine for which readers still pay.

3. INDIA'S #1

Our readership is 35 times more than any other publication as per 3rd party survey by ELCINA and IMRB.

4. INVEST

We strongly believe in the value provided by print and ezines, and hence continue to invest in growing our publications business!

5. BEST FORMAT

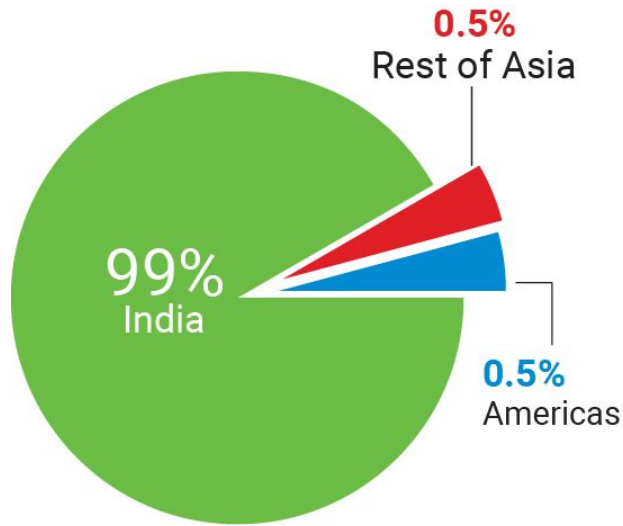
Ads in publications provide the best format to "tease" and "provide info", at the same time, to your target audience.

6. RESPONSE TO ADS

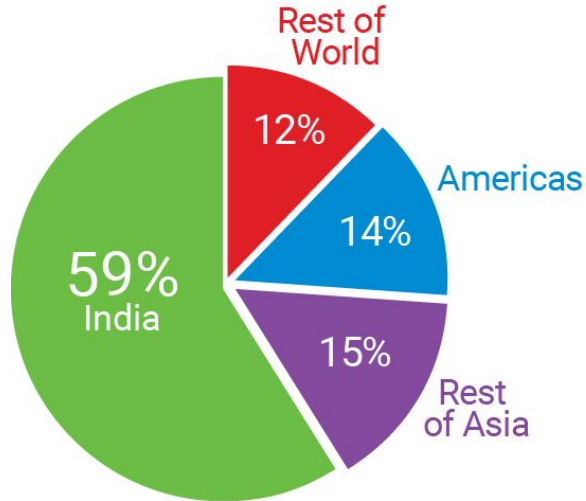
Clients no longer call you. They visit your website directly or via Google. In a few cases: they email you. Calls are made for extremely urgent cases only.

AUDIENCE PROFILE: REGIONAL SPLIT

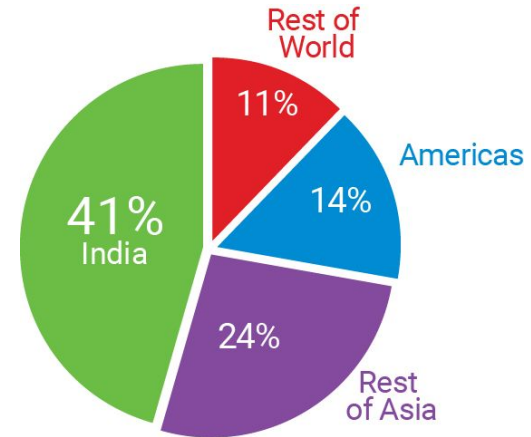
Electronics For You
PRINT



Electronics For You
E-ZINE



efy **EXPRESS**
E-ZINE



AUDIENCE PROFILE: JOB FUNCTION SPLIT

	Electronics For You (Print)	Electronics For You (E-zine)	EFY EXPRESS (E-zine)
CXOs/Founders	18%	24%	25%
R&D, Tech	42%	43%	32%
Purchase/Vendor Development	11%	10%	5%
Production (Manufacturing)	11%	11%	9%
Academicians	9%	10%	13%
Students	5%	1%	11%
Others	4%	1%	5%

4 Audience Segments. 4 Editorial Sections.

1. TECH

Features technology trends & innovations.
For all those interested in latest technology.

2. DESIGN

Section focused on Electronics Design.

3. STRATEGY

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

4. DIY

Features DO IT YOURSELF (DIY)

POPULAR EDITORIAL SERIES

Truly Innovative Electronics

Innovators & Startups

Top Reference Designs

My Story

“Can’t Miss Them” Ads

Ignite attention with our irresistible ad placements! Whether through dynamic splits or eye-catching spreads, ensure your message captivates and stands out. Don't miss the chance to shine!



NEW

“Can’t Miss Them” Ads

Ignite attention with our irresistible ad placements! Whether through dynamic splits or eye-catching spreads, ensure your message captivates and stands out. Don't miss the chance to shine!



**Horizontal
Half Page (Bleed)**



Double-Spread Half Page (Bleed)



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.

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

Thank You IIT Madras

It was in your hostel room
that the idea was conceived



The first issue in Jan '69



The Jan '19 Issue

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

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"

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.

GROWTH POWERED BY ONLINE COMMUNITIES...

electronicsforu.com

If it's electronics, it's here

electronics for you
BUSINESS



EFY's Design
Engineer's
Community



Electronics India



Whatsapp
Communities

EFY XP Powers FURTHER GROWTH THRU



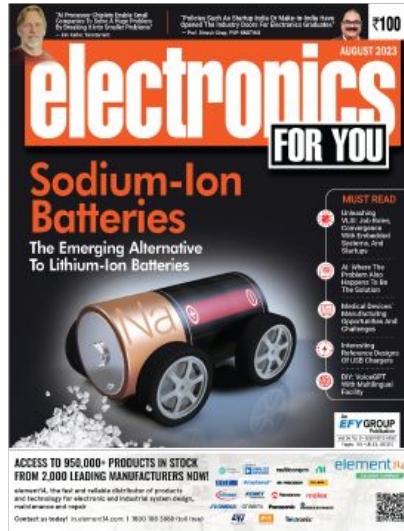
Jio Mags



Magzter

THE TRIO: INVEST IN PRINT, GET BENEFITS OF ALL

Electronics For You Print



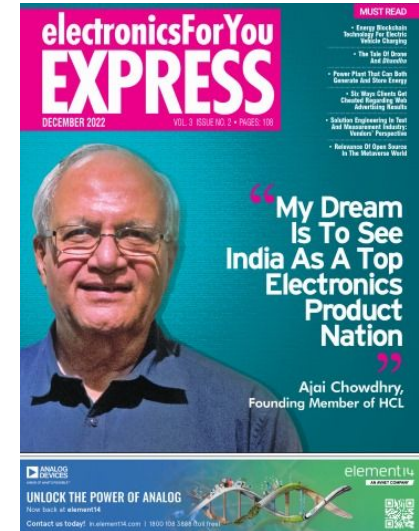
Frequency: Monthly
Unique Users: 305,000

Electronics For You E-zine



Frequency: Monthly
Unique Users: 8,100

electronics for you EXPRESS E-zine only



Frequency: Monthly
Unique Users: 281,000

GOALS ACHIEVED BY OUR CLIENTS WITH HELP OF **THE TRIO**

1. **Build or strengthen your brand** amongst the Who's Who of India's electronics ecosystem.
2. **Influence technical decision makers** to prefer your technology, products or services.
3. **Attract like-minded channel partners** with technical competence (distributors, system-integrators, resellers, etc)
4. **Attract purchase-related B2B inquiries** from customers and trade-channel.
5. **Promote and increase** targeted audience to your website.
6. **Drive online sales** of items like Dev Boards, Components, Software Tools, etc.
7. **Attract good talent** by building an 'employer of choice' brand.
8. **Invite tenders or RFPs** from large customers such as government, academia or enterprise firms.

WHY'S THE ELECTRONICS INDUSTRY BECOMING IMPORTANT FOR MARKETING TEAMS?

Electronics industry is currently India's Fastest growing industry

Electronics is also India's fastest growing manufacturing sector

IPOs, Mergers & Acquisitions are creating new millionaires in this sector

Salaries of experienced techies growing super-fast & beating IT professionals

Electronics companies are investing in real-estate, manufacturing equipment, logistics, automation, to fuel their growth

SCHEMES & OFFERS FOR ADVERTISERS

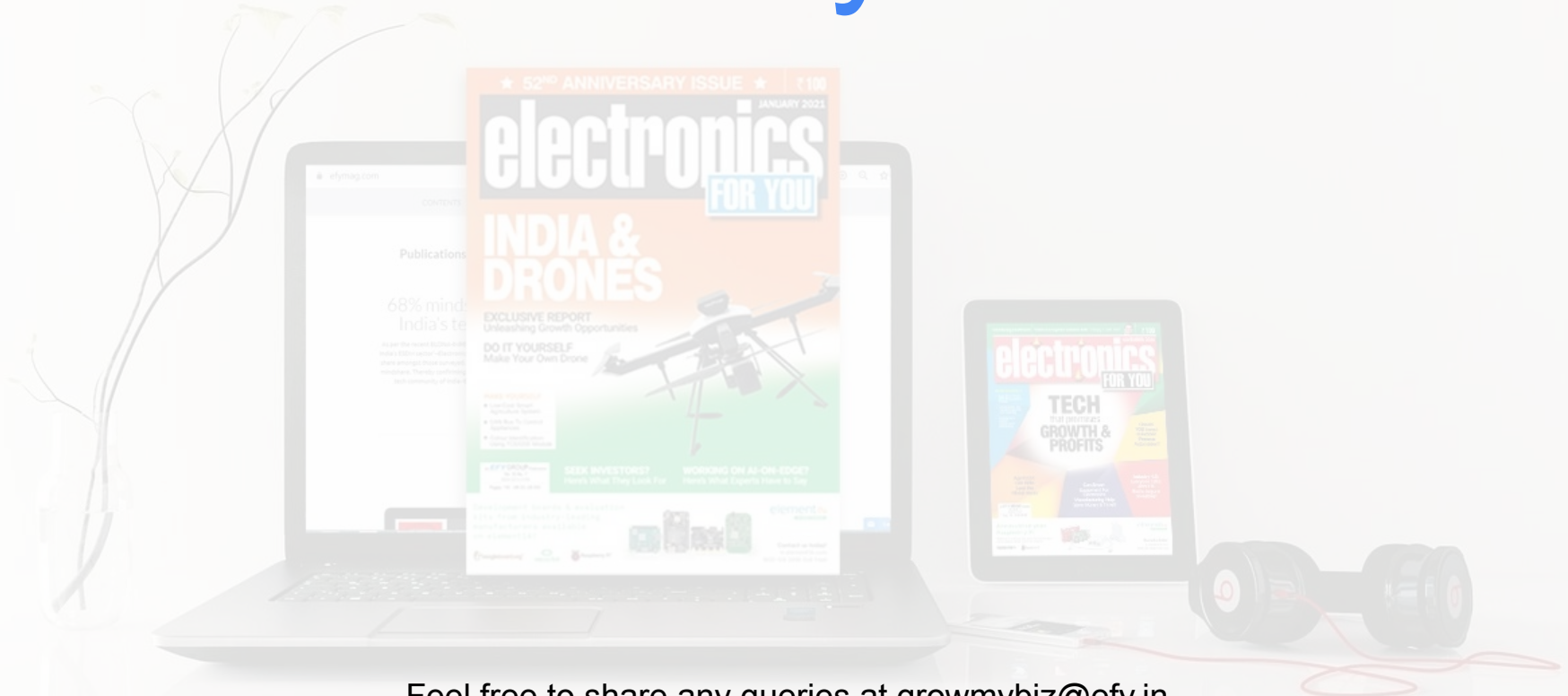
These are special discount packages offered to clients based on their product and customer profiles.
To get to know more, contact our sales team at growmybiz@efy.in.

- **MADE IN INDIA:** Promote products which are "Made in India"
- **MAKE IN INDIA:** Promote solutions which enable manufacturing of electronics in India.
- **EXPAND CHANNEL NETWORK:** Invite channel partners to join you including:
System Integrators, Distributors, Dealers or Importers.
- **PRODUCT LAUNCH PROMOTION:** Launching a new product? Promote it to make it a success.
- **PRODUCT SHOWCASE:** Promote a product or a solution to invite B2B orders and inquiries.
- **EVs & AUTOMOTIVE ELECTRONICS:** Into EVs or mobility-related products? Promote your brand, product or solutions
- **DEALS & OFFERS:** Promote special offers or deals to drive sales
- **APPOINTMENT ADS:** Attract top talent from electronics eco-system from all across India
- **ACADEMIA ADS:** Promote educational courses or talent development programs for corporates and MSMEs.

IN A NUTSHELL

- EFY provides the combined benefits of **PRINT and E-ZINE(s)** to advertisers
- 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 **Great RoI** for its advertisers

Thank you.



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