

# MEDIA GUIDE 2022



**50 PLUS YEARS ...**  
**BUT WE**  
**STILL DO**  
**ONLY 2**  
**THINGS**

1

**Enable our audiences**  
to take informed decisions  
related to technology

2

**Enable marketers to**  
communicate with these decision  
makers and decision influencers

# VIA THESE PLATFORMS....

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

[www.electronicsforu.com](http://www.electronicsforu.com)

If it's electronics, it's here

**electronicsB2B.com**  
All About Electronics Industry

[www.electronicb2b.com](http://www.electronicb2b.com)

All about electronics industry

**eleB2B.com**

[www.eleB2B.com](http://www.eleB2B.com)

India's Online Business Directory for Electronics

**OpenSource**  
The complete portal on open source ForU.com

[www.opensourceforu.com](http://www.opensourceforu.com)

The complete portal for Open Source



# THESE COMMUNITIES...



EFY's Electronics  
Design Community  
@designelectronics

## [EFY's Electronics Design Community](#)

Over 1.1 Million Followers



Open Source For  
You  
@OpenSourceForU

## [Open Source For You](#)

Over 250K+ Followers



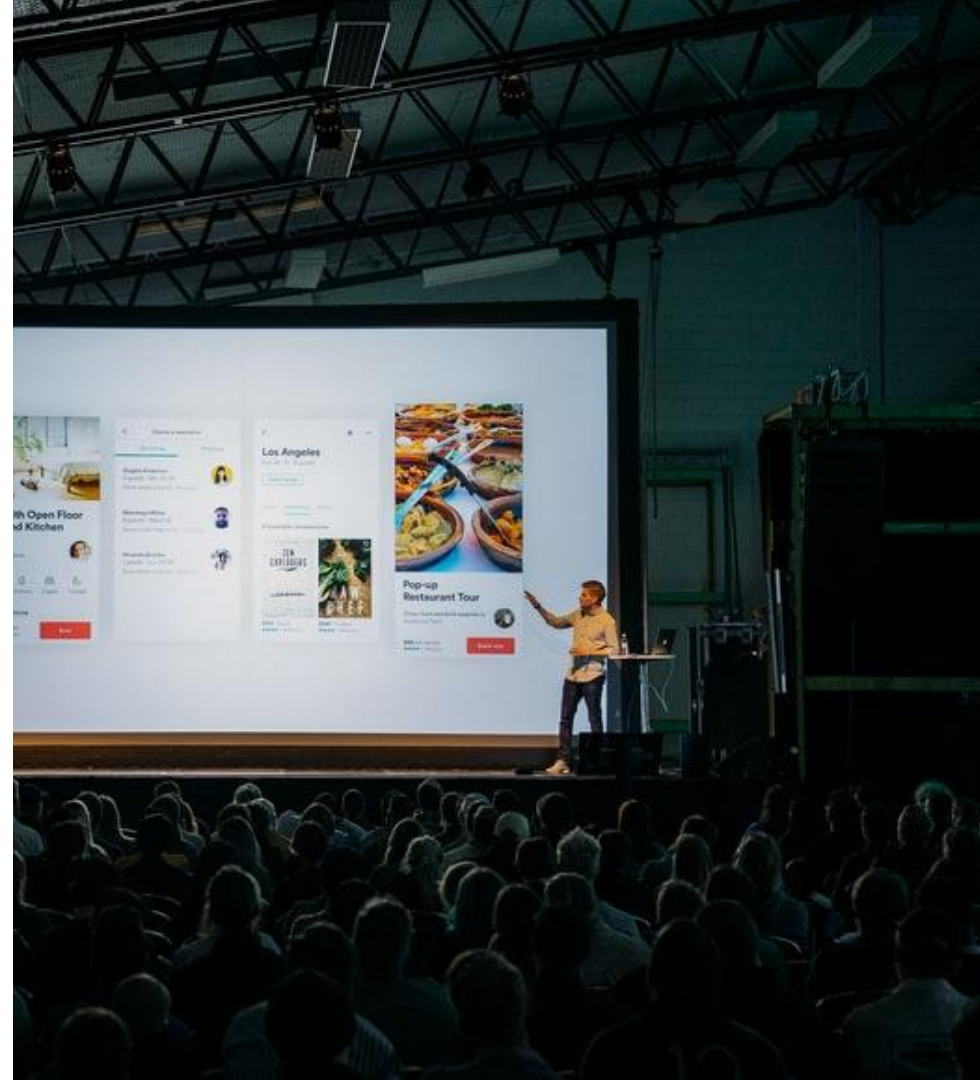
## [Multiple Groups on LinkedIn](#)

Over 25K+ Active members



# & THESE EVENTS.

- **India Technology Week** (e-event)
- **Drone World** (e-event)
- **MOVES** (e-event)
- **India Electronics Week** (event)
- **IOTshow.in** (event)
- **Open Source India** (event)



Why  
electronicsforu.com?



# WHAT CLIENTS LOVE

- India's #1 website focusing on senior and serious engineers
- Among World's TOP 10 sites focusing on electronics DIY
- Engineers in the ELCINA-IMRB survey ranked electronicsforu.com at #1 (with a 61 percent recall factor too!)
- An electronic engineering community with content on designs, tools, projects, jobs, events, discussions, and social networking
- Hosts world's biggest electronics engineering community

# Independent Study Confirms #1 Position





## Online Access to gather electronics information

### Search on Internet



**86%**

*of the respondents access  
Online resources to get  
information they seek*

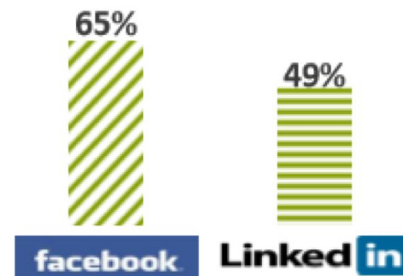
### Top 3 Websites for electronics-related content



### Social Media Platforms

**40%**

*of respondents actively participate in online  
discussion/forums to share information on  
electronics industry/products*



Source: Survey Done by KANTAR IMRB for ELCINA for Media Consumption in Indian ESDM Industry

- **86%** of respondents access Online resource to get information they seek.
- **61%** among them look for **www.electronicsforu.com** for electronics related content
- **40%** actively participate social networking platforms to share information on electronics industry / products
- EFY has its presence on social media platforms like LinkedIn and Facebook with over **1.1+ million followers**

# Clients That Have Benefited



# OUR AUDIENCE



## OUR AUDIENCE

---

**UNBELIEVABLE!**  
AVERAGE TIME SPENT PER USER ON THE WEBSITE

24 minutes 34 seconds

No other electronics website comes close to 24 minutes as average time spent by users!

This single factor demonstrates the level of engagement that [electroniscforu.com](http://electroniscforu.com) enjoys with its audience, and also the quality time that your promotions will enjoy on our platform

## OUR AUDIENCE

---



### MONTHLY TRAFFIC

We consistently receive a lot of engineers, who engage a lot with our website and its features.

**290,000+**

UNIQUE VISITORS

**400,000+**

TOTAL SESSIONS

**1,250,000+**

PAGE VIEWS

# OUR AUDIENCE

---



## COMMUNITY MEMBERSHIP

A big chunk of our visitors also chose to have a long-term relationship with us, by subscribing and joining our communities.

**300,000+**

EMAIL SUBSCRIBERS

**1,200,000+**

TOTAL SOCIAL FOLLOWERS

**75,000+**

EVENT PARTICIPANTS

# OUR AUDIENCE

---



## PROFILE

Most of our visitors are well-to-do engineers who have been in this field for many years.

- Most visitors are of age groups 25-35 & 35-45
- 49% through mobiles
- 48% through computers
- 3% through tablets
- Most mobile access is through premium devices: iPhones, High-end Androids, iPads

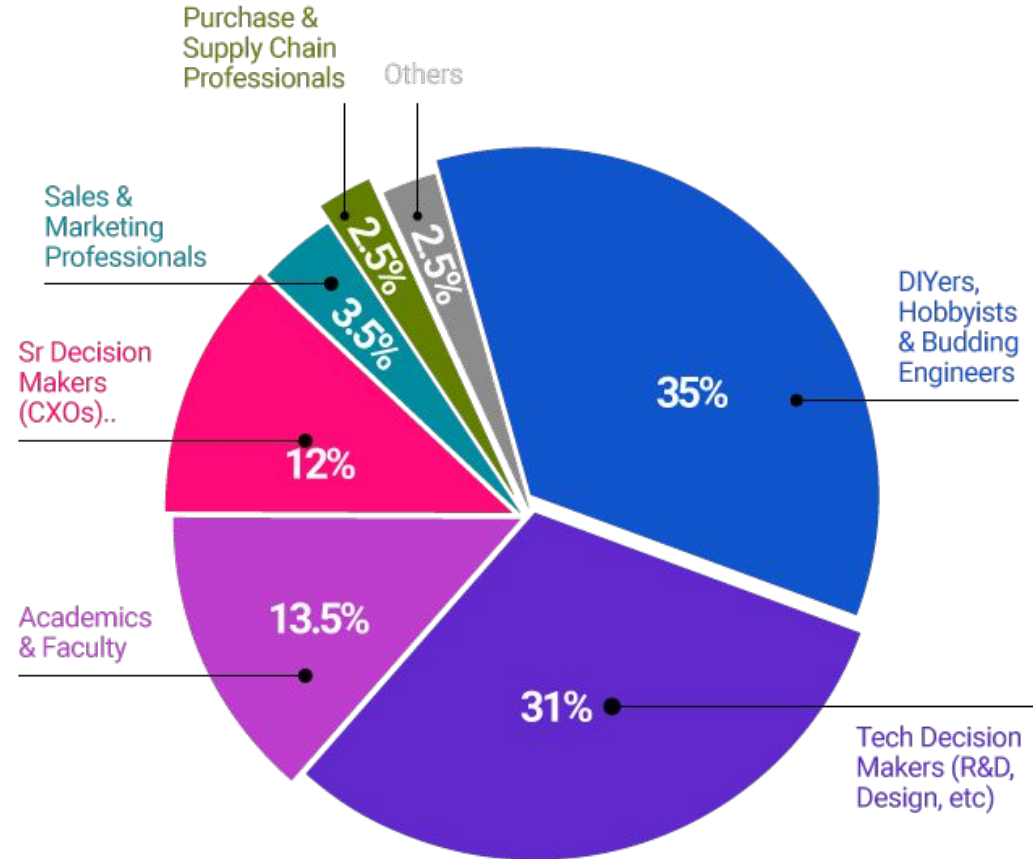


# OUR AUDIENCE



## BREAKDOWN

A breakdown of the different groups of people visiting our websites.



# OUR AUDIENCE

How visitors from the top 10 countries are engaging with electronicsforu.com

Country	Sessions/Month	Pages/Session	Pageviews/Month	Avg. Session Duration
India	2,21,644	2.62	5,80,707	0:19:02
United States	42,315	4.29	1,81,531	0:55:53
United Kingdom	10,315	3.86	39,816	0:49:13
Pakistan	10,206	2.73	27,862	0:23:28
Turkey	7,700	2.46	18,942	0:21:07
Philippines	7,872	2.69	21,176	0:25:53
Malaysia	7,462	3.37	25,147	0:40:16
Canada	6,186	5.3	32,786	1:12:59
Bangladesh	4,923	2.48	12,209	0:22:04
Germany	3,755	3.94	14,795	0:53:29

# OUR CONTENT



## KEY CONTENT FEATURES

**DIY Projects**

**Technology Features**

**Forum**

**Buzz**

**Jobs & Careers**

**Videos**

WHAT'S  
NEW



# WHAT'S NEW

---

1



## **FORUMS LAUNCHED**

A new forum was created to help audiences ask or get their questions answered and be part of the electronicsforu.com community.

2



## **AMP ENABLED**

An even faster mobile version of the website is now available, attracting higher volumes of traffic.

3



## **SINGLE SIGN-IN**

We have simplified registration to our websites, access to premium content, and newsletters through a single sign-in.

# WHAT'S NEW

---

4



## GOOGLE NEWS

Our websites are now visible on Google News & Discovery, thus reaching out to a wider audience.

5



## VIDEO ADS

We now have video ads available for advertisers seeking to explore that media format for their advertisements.

6



## NEW AD POTIONS

Roll-up and HUMTI ads offer greater performance  
New ad positions that deliver greater visibility and engagement to our advertisers have been unveiled.

7



## **BETTER DATABASES**

Enhanced databases from consumers of content: Audiences consuming engineering content can now access premium content by registering to gain access at no cost. This enhances our database of engineering professionals.

8



## **ANTI-SPAM**

We have implemented a captcha system to prevent bots from spamming registration forms and comments.



# ADVERTISEMENT OPPORTUNITIES



# WE BELIEVE IN...

## NO FALSE CLICKS

No banner should be placed in such a position that users click on the by mistake. Hence, we have not placed many banners on the mobile.

## GOOD VISIBILITY

Banner ads must be designed and placed such that their message is visible. Hence, we have opted for larger ad sizes.

## BEST ROI

Clients should get the option to choose ad positions that suit their marketing goals and budgets. Hence, we have 3 different categories of banner ads:

- **BIG BANG:** Most expensive but give maximum exposure.
- **STRATEGIC:** Banners placed in positions where exposure is high.
- **PRESENCE:** Most budget friendly ad positions to ensure your presence.

# ADS AT-A-GLANCE

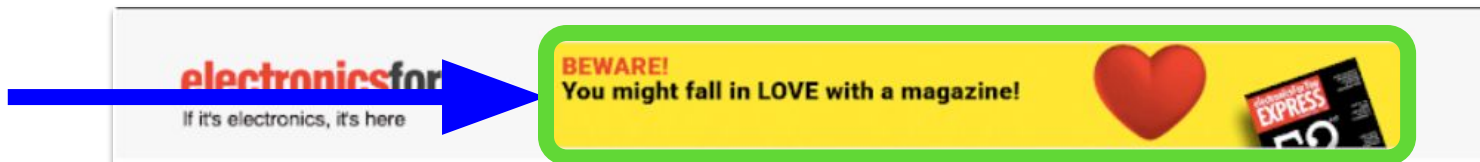
Position	Category	Visible on Mobile?	Desktop Size (W x H)	Mobile Size (W x H)	Avg CTR	Inventory Impressions (Monthly)	COST: CPM (USD)
HUMTI	Big Bang	No	970 x 250	NA	New position	400000	20
LEADER	Big Bang	Yes	728 x 90	300 x 250	0.01% - 0.07%	1000000	10
ROLLUP	Big Bang	Yes	728 x 90	234 x 30	0.01% - 0.5%	1000000	10
TOPPER	Strategic	Yes	300 x 250	300 x 250	0.01% - 0.18%	1000000	8
MIDDLER	Strategic	Yes	300 x 250	300 x 250	0.01% - 0.18%	1000000	6
SIDEY-1	Presence	No	300 x 250	NA	0.01% - 0.04%	400000	6
SIDEY-2	Presence	No	300 x 250	NA	0.01% - 0.02%	400000	4
SIDEY-3	Presence	No	300 x 250	NA	0.01% - 0.02%	400000	4

# BIG BANG

## Position: Leaderboard

Cost: US\$ 10 CPM

CTR: 0.01% - 0.07%



## Position: HUMTI

Cost: US\$ 20 CPM

CTR: New position



## Position: Bottom Roll Up

Cost: US\$ 10 CPM

CTR: 0.01% - 0.5%



# AD POSITIONS STRATEGIC

## Position: Inline Post (Top)

**Cost: US\$ 8 CPM**

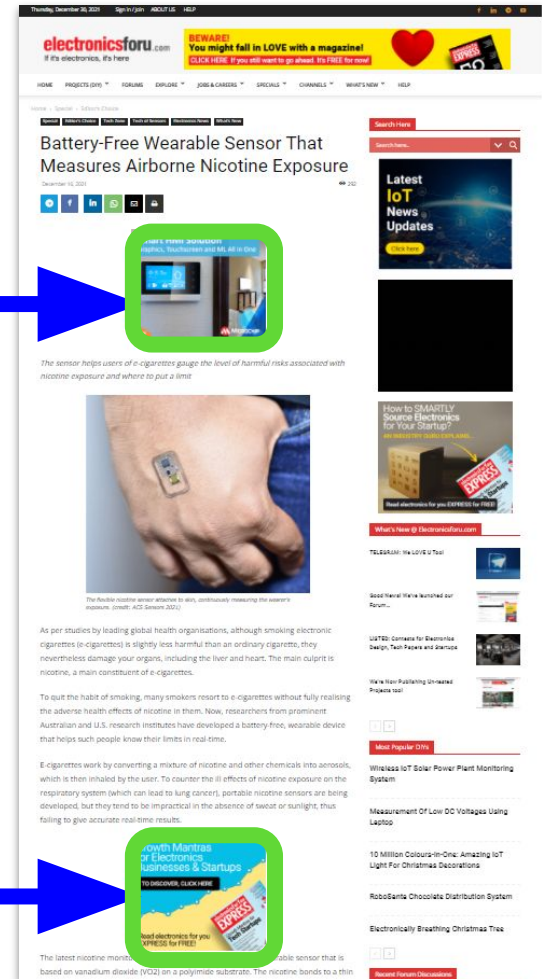
**CTR: 0.01% - 0.18%**



## Position: Inline Post (Middle)

**Cost: US\$ 6 CPM**

**CTR: 0.01% - 0.18%**



# AD POSITIONS PRESENCE



**Position: Side Box 2**

**Cost: US\$ 4 CPM**

**CTR: 0.01% - 0.02%**

**Position: Side Box 1**

**Cost: US\$ 6 CPM**

**CTR: 0.01% - 0.04%**

**Position: Side Box 3**

**Cost: US\$ 4 CPM**

**CTR: 0.01% - 0.02%**

# BEWARE: 6 Ways to Cheat on Metrics

1. **False reports:**  
Simply 'photoshop' the report
2. **Mistaken clicks:**  
Place web banners where they get clicked upon, by mistake
3. **False Clicks by Humans:**  
Hire trainees to generate clicks
4. **False Clicks by Bots:**  
Use bots to generate clicks
5. **False Clicks by Service Providers:**  
Hire agencies who generate false clicks
6. **Clicks via cheaper platforms:**  
Run campaigns on cheaper platforms to generate clicks

## **LAST BUT NOT THE LEAST**

Always insist on access to LIVE view of analytics' reports.

At Electronicsforu.com, we are happy  
to receive such requests.

# **Thank You.**