



Media Kit 2022

About India Technology News

Driving India's Digital Revolution



Incepted with the core aim of propelling India's Digital Revolution, India Technology News covers extensive technology domains including the latest devices being launched, prevailing and future IT trends, emerging technologies, the digital transformation of enterprises and many more.

Our mission revolves around educating our readers about how technology can enrich their lives and the key to successfully reap digital transformation.

We are an independent B2B as well as B2C digital media platform offering in-depth analysis, news, and detailed insights into India's technology segment. Our large readership and credible reputation make us one of the prime knowledge resources for technology veterans.

India Technology News' team has been recognizing and highlighting the key trends and issues of the IT industry for a long and boasts of an exceptional team of experts across India to cover the country's most captivating sector.

OUR VALUE PROPOSITION

Delivering unique value in a Hybrid Environment

BUILDING THOUGHT LEADERSHIP

- Address a highly relevant audience
- Engage in thought-provoking discussions with industry thought leaders
- Share industry insights before an audience that is keen to hear from you
- Present research reports/ white paper to a highly relevant subscriber base

ENHANCED REACH

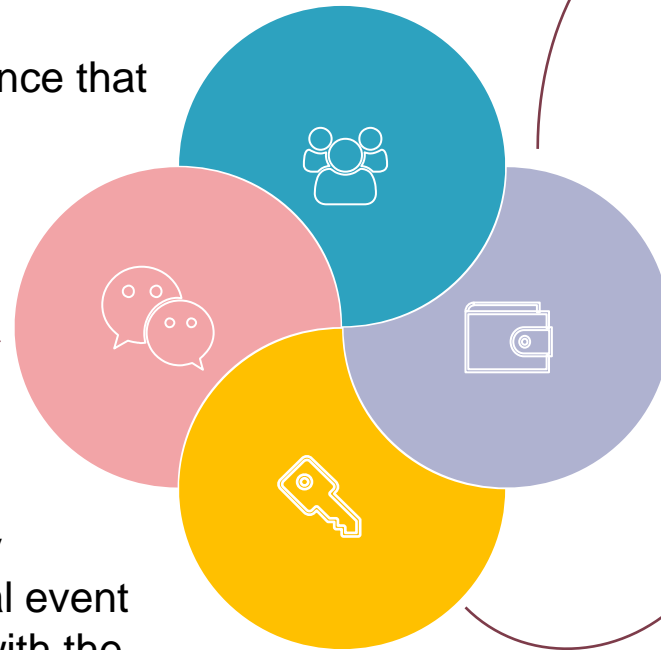
- Leverage digital to interact with attendees both live and post digital event
- Showcase your brand consistently to ITN highly relevant subscriber base
- Monitor viewership and feedback through analytics

VIRTUAL NETWORKING

- Network with other leaders and a highly desirable audience during the live digital event
- Participate in Q&As to deeply engage with the audience

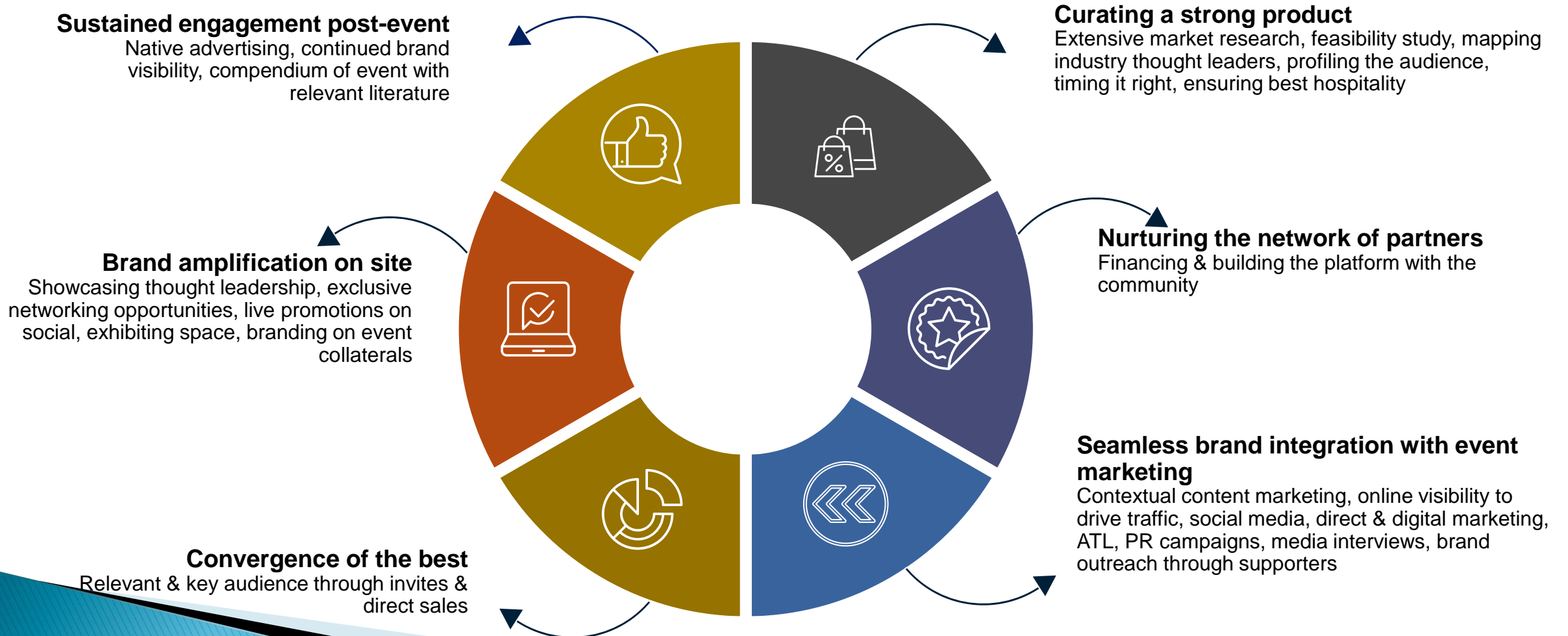
SECURITY

- GDPR compliant and 99.99% uptime
- Industry leading security techniques



A 360 DEGREE VALUE PROPOSITION FOR YOUR BRAND

Foundation of our customer centric approach



MARKETING PLAN

REACH, ENGAGEMENT AND IMPACT



Multi-platform
Distribution



Digital video, social, chat,
content publishers



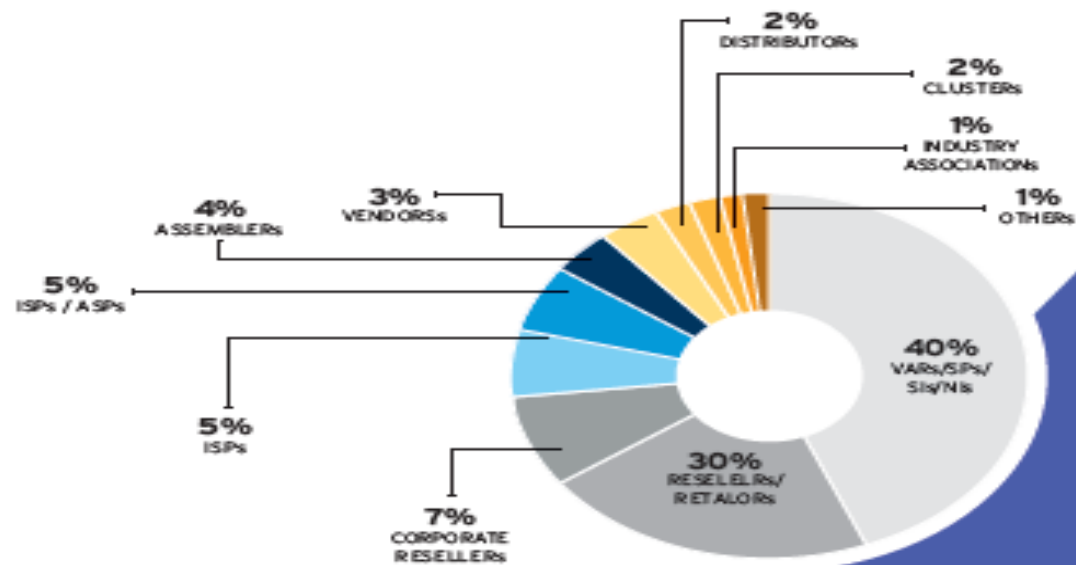
360° Visibility



Online, offline, BTL



READERS' PROFILE



35,000

Social Media strategy across all digital platforms

Email Drip Campaigns across India and Overseas key markets

Periodic Paid Promotions

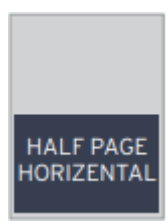
Visibility through Events, Blogs and Articles on news portal

Live Tweeting, FB Live and Insta Live for promotions

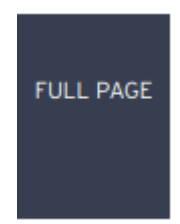
WhatsApp Updates

Video Marketing

Advertising Rate Card Print (INR)



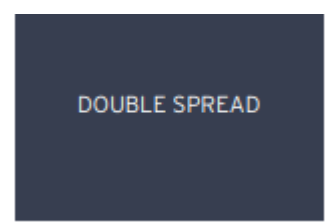
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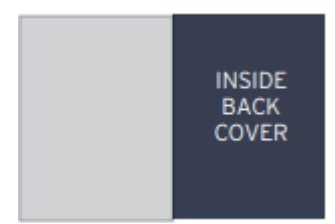
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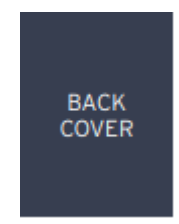
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1Lac



90K



1.10Lacs

Rate Card Website

Top Banner	₹35,000 / Month
Right Box	₹30,000 / Month
Middle Leader Board	₹40,000 / Month
Bottom Leader Board	₹40,000 / Month
Vertical Skyscraper	₹25,000 / Month

Rate Card Digital Marketing

Social Media Marketing	₹30,000/ Month
SEO	₹20,000/ Month upto 10 Keywords
YouTube Videos	₹25,000 Per Video
Google Ads	₹40,000/ Month
Email Marketing	₹15,000 Per Newsletter

Contact Us

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Thank You!