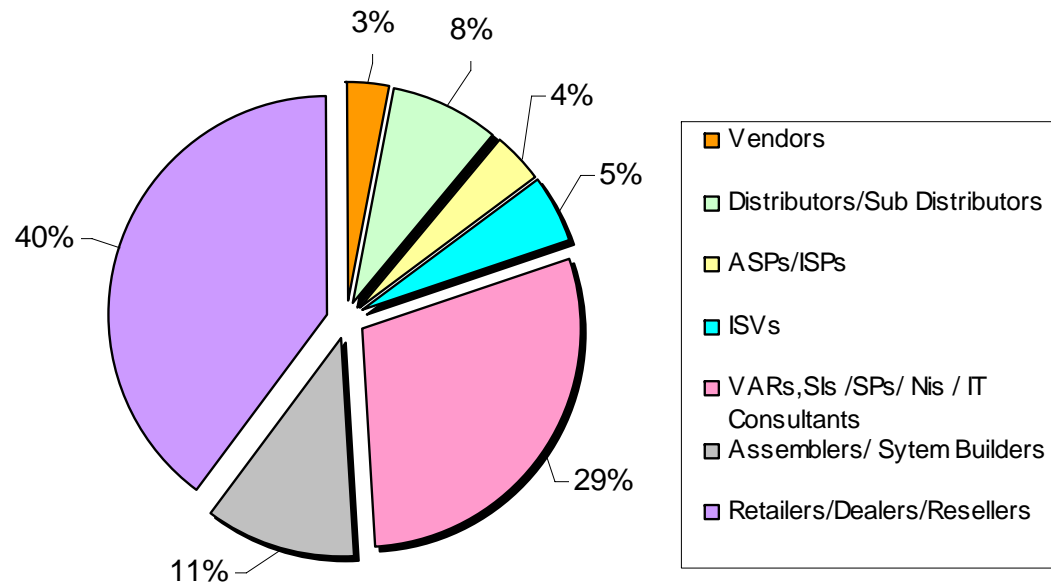


Media Kit 2007

“**CRN** drives sales by empowering channel partners, distributors and vendors with vital news and technology information they need to take informed decisions, generate demand and grow revenue. For many years the Channel members have been turning to CRN every fortnight for immediate, reliable and actionable information.”



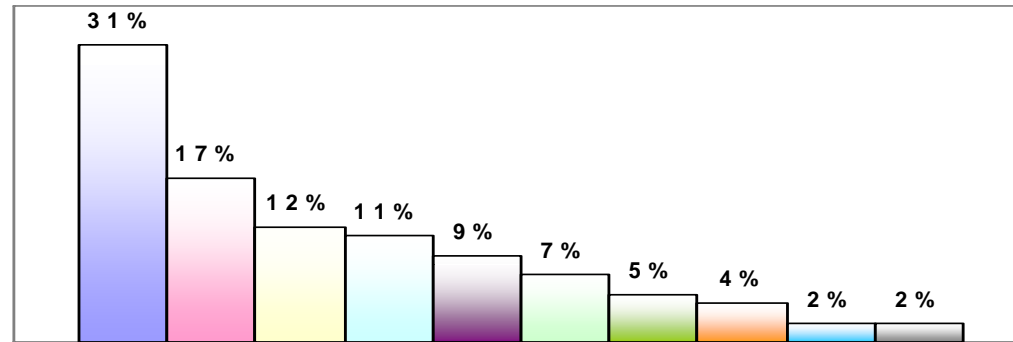
Readership Profile



Periodicity: **Fortnightly**

Circulation: **25,000** (Controlled qualified circulation)

Number of Readers Top 10 Cities - 13,259



CRN's multi-media coverage delivers consistent ROI for your Marketing spends.

Reach: **490 + Locations in India**

CRN Provides

More **Brand Leverage** & **Exposure** for your Marketing Messages,

A platform to **Recruit, Target** & **Motivate** new & existing channel partners

Access & **Visibility** to a dynamic audience, who can

Recommend, Deploy & **Sell** your products.

Advertising Rates and Sizes

Display	Size w x h (cm)	Colour (Rate in \$)
Full Page(Bleed)	21 X 31.8	2100
Full Page (Non Bleed)	19 X 29.8	2100
Half Page Vertical	9.5 x 29.8	1300
Half Page Horizontal	19 x 14.5	1300
2 Col Vertical	12.5 x 29.8	1800
1 Col Vertical	6 x 29.8	1000
Quarter page	9.2 x 14.8	700
Double Spread (Bleed)	42 x 31.8	3700
Double Spread (Non Bleed)	40 x 29.8	3700
Inside Front Cover	21 x 31.8	4500
Inside Back Cover	21 x 31.8	3800
Back Cover	21 x 30.8	5000

Marketplace (Classifieds)	Size w x h (cm)	Colour (Rate in \$)
Full Page	19 x 29.8	1400
Half Page Vertical	9 x 29.8	800
Half Page Horizontal	19 x 14.5	800
Quarter Page	9 x 14.5	500
1/8th Page	9 x 6.5	300

Advertising Specifications

- Actual size of the magazine: **21 cm (width) X 31.8 cm (Height)**
- All sizes mentioned above are Width X Height
- Classifieds will only be available in non bleed sizes. No bleed ads will be accepted in the Marketplace section
- The smallest available size in market place is 1/8th page
- No odd sized ads or strips will be accepted in classifieds

Guidelines for Ad Materials

Display:

Display ad materials in softcopy will not be accepted. However, in exceptional cases, it might be considered provided the format mentioned above has been adhered to.

PDF (2400 dpi, CMYK)

Classifieds:

- Ad Material for classifieds must be given in a softcopy in the following format:
- PDF (2400 dpi, CMYK) ,
- Avoid sending open files and if you have to then convert all fonts to curves
- Send all softcopy burnt on a CD

To Advertise Contact

West	North	South
<p>Mr. Salil Warior - Regional Sales Manager, West Technology Group, CMP India</p> <p>UBM India Pvt.Ltd, Sagar Tech Plaza, A -119, 1st Floor, Andheri Kurla Road, Saki Naka Junction, Andheri East, Mumbai - 400072, India.</p> <p>Phone Number: +91 22 67692400 Fax Number: +91 22 67692426</p> <p>Cell Phone: +91 9821458018</p> <p>Email: salilw@ubmindia.com</p>	<p>Mr. Pankaj Jain - Sales Director, North Technology Group, CMP India</p> <p>UBM India Pvt. Ltd, UBM India Private Limited 1604-1605, 16th Floor, Narain Manzil, 23, Barakhamba Road, Connaught Place New Delhi – 110001, India.</p> <p>Phone Number: +91-11-23765551 Direct Line: +91-11-23765553 Fax Number: +91-11-23765552</p> <p>Cell Phone: +91 9810172077</p> <p>Email: pankajj@ubmindia.com</p>	<p>Mr. Anees Ahmed - Sales Director, South Technology Group, CMP India</p> <p>UBM India Pvt.Ltd, Executive chambers, 18/6 Cunningham Road Bangalore - 560052, India.</p> <p>Phone Number: +91-080-22257230 Fax number: +91-080-22280742</p> <p>Cell Phone: +919845032170</p> <p>Email: aneesa@ubmindia.com</p>
<p align="center">Website: www.crn.in • www.cmp.com • www.ubmindia.com</p>		

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