MEDIANAMA

Media Kit

A comprehensive set of opportunities for furthering your brand via India's most respected & influential Internet Business, Digital Content & Mobile VAS publication

What is MEDIANAMA?

MediaNama (www.medianama.com) is the premier source of information and analysis on the Telecom and Digital Media business in India. We provide comprehensive business news coverage of:Internet, Mobile, Media, Gaming and Entertainment domains, targeting **decision makers** in the digital industry.

Given the vast amount of information available on the Internet, readers seek relevant information, as well as an **authoritative perspective and analysis** of developments. We sift through the clutter, and cut down the hype.

Our focus on analysis of business developments, and the experienced, historical perspective that we bring to it, has differentiated us from other publications in this space.

We are an **impartial** observer of the Digital business in India, and our **editorial integrity** has earned us the **trust** of business leaders in the telecom and digital industry.

We also run:

* JobNama (www.jobnama.com), a digital industry job portal.
* MediaNama Charts (www.medianamacharts.com), India's first Data Journalism initiative.
* AppNama (www.appnama.com), our digital applications review site

Saurabh Sinha, +91-98185-10088, sales@medianama.com

Why MEDIANAMA?

Our Visitors

300,000+ Pageviews per month

95,000+ unique visitors per month

Visits mainly from Delhi-NCR, Mumbai & Bangalore

8% of our readers are from the US

Our Subscribers

30000 + Twitter Followers

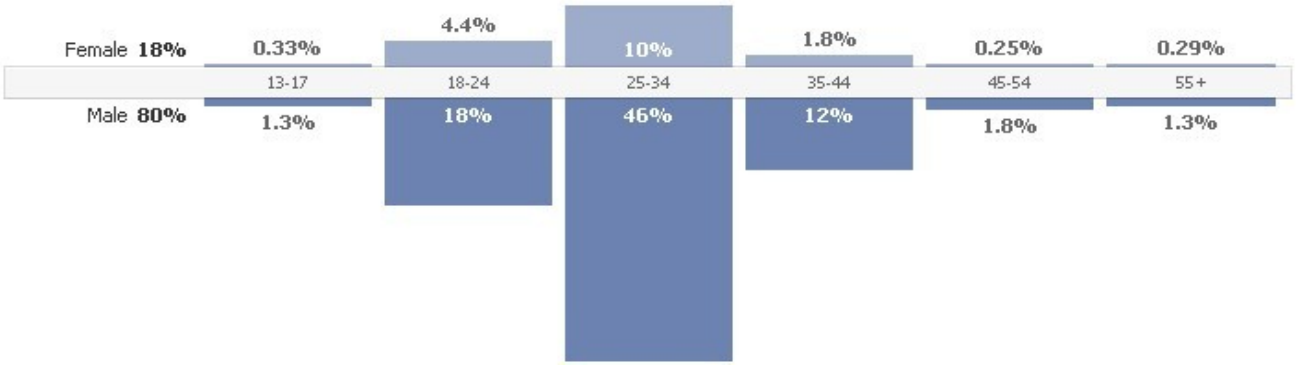
6200 + RSS subscribers

2800 + Newsletter subscribers

720 + SMS Subscribers

2500 + Facebook Fans

Demographics



Countries		Cities	
2,138	India	964	Mumbai
77	United States	342	Delhi
33	United Kingdom	286	Bangalore
19	Singapore	245	New Delhi
16	Pakistan	72	Chennai
15	Bangladesh	56	Hyderabad
14	United Arab Emirates	35	Gurgaon
	More		More

Source: MediaNama's Facebook Fan Page

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Why MEDIANAMA ?

Our Audience is **your target audience**

Influencers and Decision Makers

- ✔ CXOs from Internet and Mobile VAS companies, Digital heads of Media companies, including TV & Print
- ✔ Venture Capitalists and Private Equity Investors
- ✔ Developers and Mobile & Internet Startups
- ✔ Journalists, Bloggers, Industry Analysts and Consultants

Our Previous Advertisers

moneycontrol.com INDIA'S NO.1 FINANCIAL PORTAL

legrand®

MEDIATEK www.mediatek.com

IMImobile™

one97

YAHOO! INDIA

cricketnext.com A NETWORK18 VENTURE

indiatimes

tyntec Mobile Interaction. When Quality Matters.

hazel media Enterprise Mobility Redefined

FIRSTPOST.

spice

snapdeal.com

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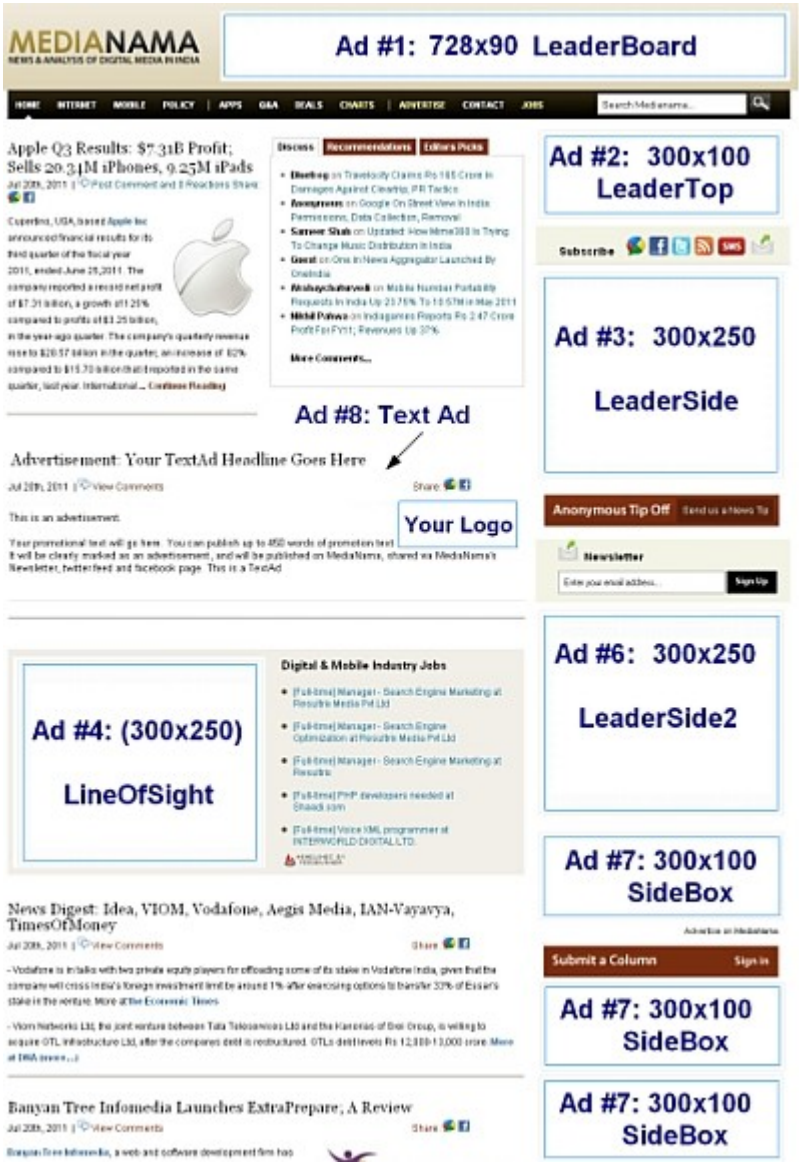
Website Advertising Options

Ad Unit	Size
Ad #1 Leaderboard (Premium, Header)	**728x90**
Ad #2 LeaderTop (Premium, First Scroll)	**300x100**
Ad #3 LeaderSide (Premium, First Scroll)	**300x250**
Ad #4 Line Of Sight (Premium, Content Column)	**300x250**
Ad #5 WideBox (Content Page, Above Comments)	**500x150**
Ad #6 LeaderSide2 (Second Scroll)	**300x250**
Ad #7 SideBox (Three Available)	**300x100**
Ad #8 Text Ad (Web Site, RSS Feed, Newsletter)	**125x125 450 words**



For the updated rates, please contact
sales@medianama.com

Ad #1: Leaderboard

The Leaderboard banner (728x90) is displayed on every page viewed, and is positioned right next to the MediaNama Logo. It is the first advertisement visible when the site loads, and among the largest and most prominent ad units.

It is the first advertisement displayed in the newsletter, above the masthead, and is sent out 5 days a week

Ad #2: LeaderTop

The LeaderTop Banner (300x100) is displayed on top of the sidebar on every page. It is positioned just below the search box, in the first scroll, and is a prominent advertising unit.

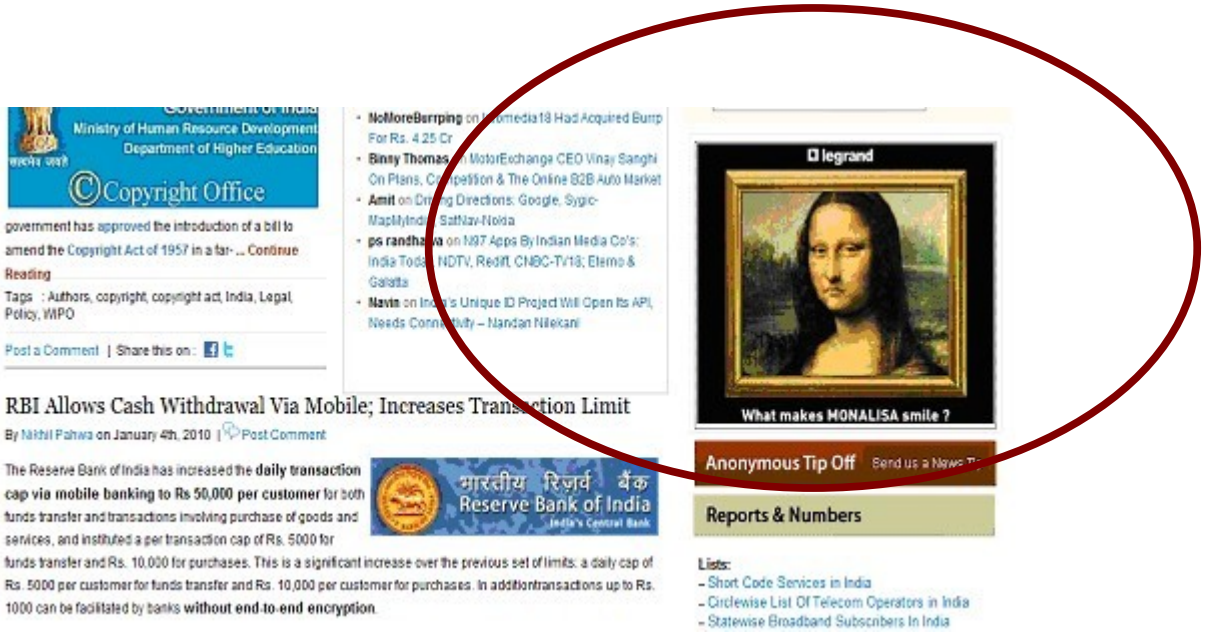
A corresponding unit for the MediaNama newsletter is also available, if required.

Ad #3: Leaderside

The Leaderside Banner (300x250) is displayed in the sidebar on every page. In is present in the first scroll, below the LeaderTop ad unit.

It is among the largest and most prominent ad units on the website: the 300x250 ad unit size is optimal for visually appealing ads.

A corresponding unit is also available for the MediaNama newsletter.



Ad #4: LineOfSight

The LineOfSight Banner (300x250), as the name suggests, is in the content column, and is displayed at on:

Homepage: Below the first two stories, along the content column, as users scroll down.

Post Page: Below the comments, where the most involve users notice it.

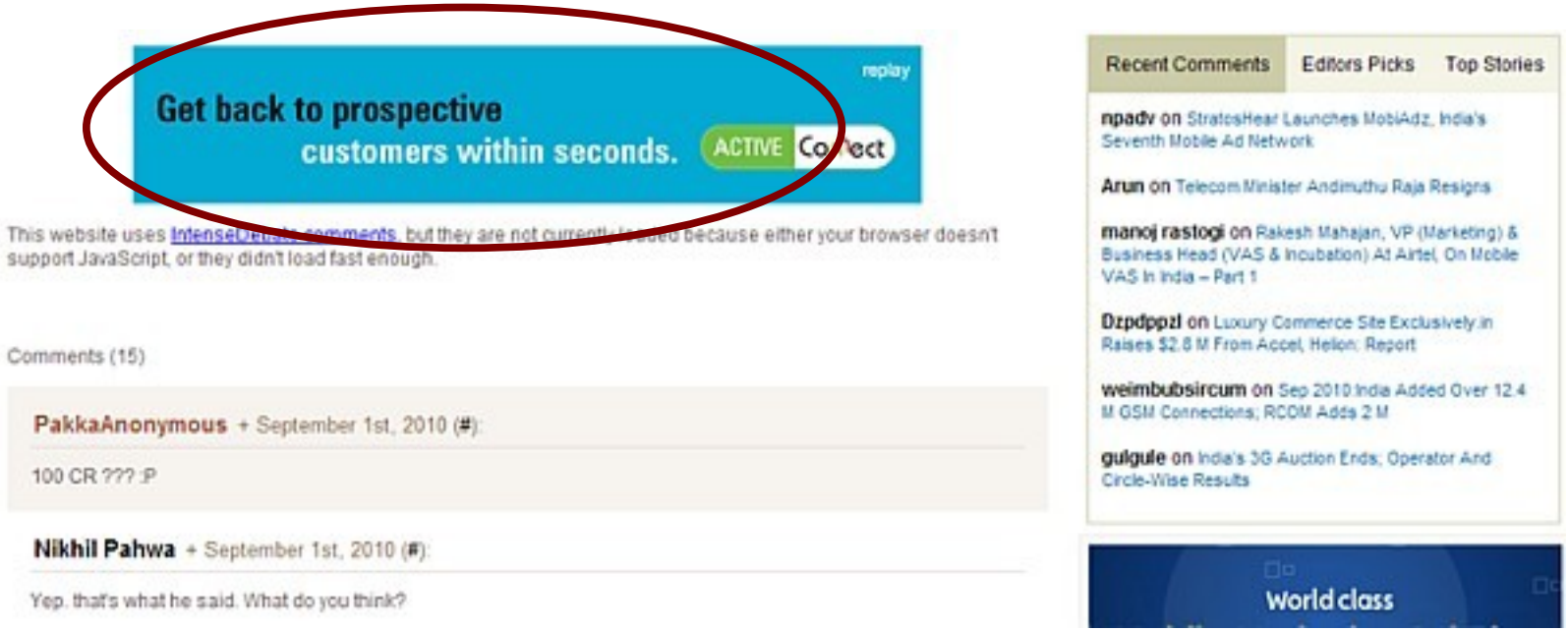
It is the third advertisement displayed in the newsletter, and is sent out 5 days a week.

Ad #5: WideBox

The WideBox Banners (500x150) are displayed on every story/post page viewed, just below the content column.

It is the largest advertising unit on MediaNama, and typically targets those engaged users who with to comment on content on the site.

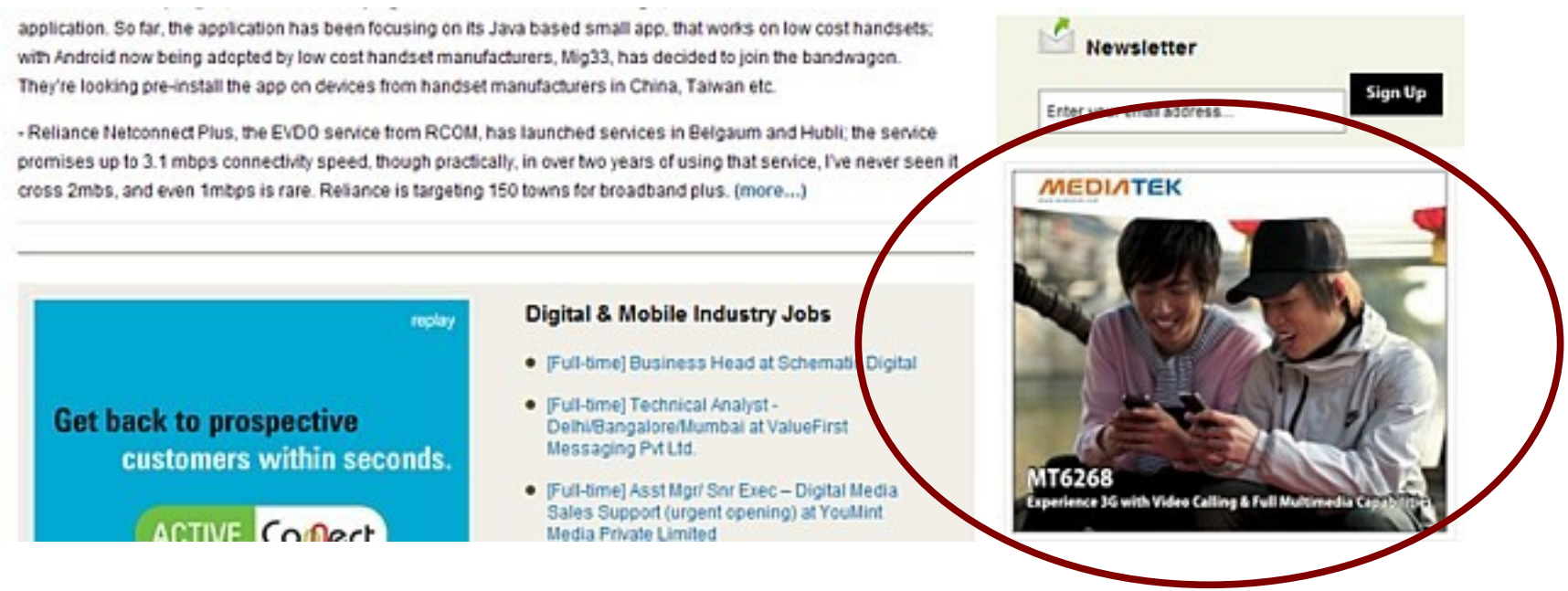
This ad unit is also available as a combo-offer with the LineOfSight ad unit



Ad #6: Leaderside2

The Leaderside2 Banner (300x250) is displayed in the sidebar on every page. In is present in the second scroll, below the 'Anonymous Tip Off' and 'Newsletter Sign Up box', but above the SideBox units.

The 300x250 unit is optimal for visually appealing ads.



Ad #7: Sidebox

The SideBox Banners (300x100) are displayed on every page viewed. Three spots are available for the sidebar, and offer visibility far superior to the 125x125 banners usually used.

Ad #8: TextAd

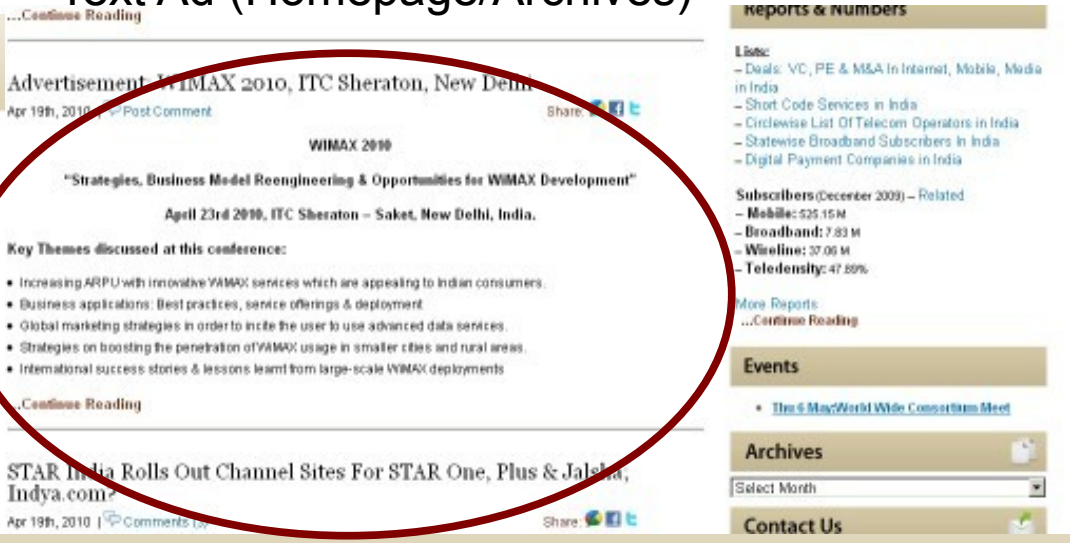
The TextAd is a single text post of 300 words, clearly marked as an Advertisement to distinguish from editorial content. It is included in the Newsletter and RSS feeds, and pushed to our Facebook page and Twitter feed.

A single image of 125x125 is included in the TextAd.

Text should be provided by advertiser.

Text Ad (Full)

Text Ad (Homepage/Archives)



Specials at MEDIANAMA

Contact us for more details on

Earnings Reports Sponsorship

Sponsoring an Interview series

Sponsored Ready Reckoners

Sponsored White Papers and Case Studies

Sponsoring Conference Coverage

Saurabh Sinha, +91-98185-10088, sales@medianama.com

Events

Events

MediaNama organizes two types of events:

- MediaNama Mixers: an informal gathering of industry executives with no agenda, allowing people to interact in a stress-free, relaxed environment, and discuss potential partnerships and business deals.

The last MediaNama Mixer saw participation from 220 industry executives, and was sponsored by One97 Communications and SnapDeal.com

- Conferences: MediaNama is in the process of organizing an industry discussion focused on the evolving digital (Internet and Mobile) environment in the country, with a speaker set comprising of industry thought leaders, and topics relevant to the growth of the Industry.

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Events

Sponsorship covers:

• Pre-event promotion on MediaNama in all announcements, on event site and registration page

• On ground visibility at event, including stalls, standalone banners and visibility on backdrop, as well as acknowledgement.

• Acknowledgment of sponsors in Post Event overview and coverage

*Please contact **Saurabh Sinha at +91-98185-10088** for more details, or email **sales@medianama.com** for our Event Sponsorship Kit*

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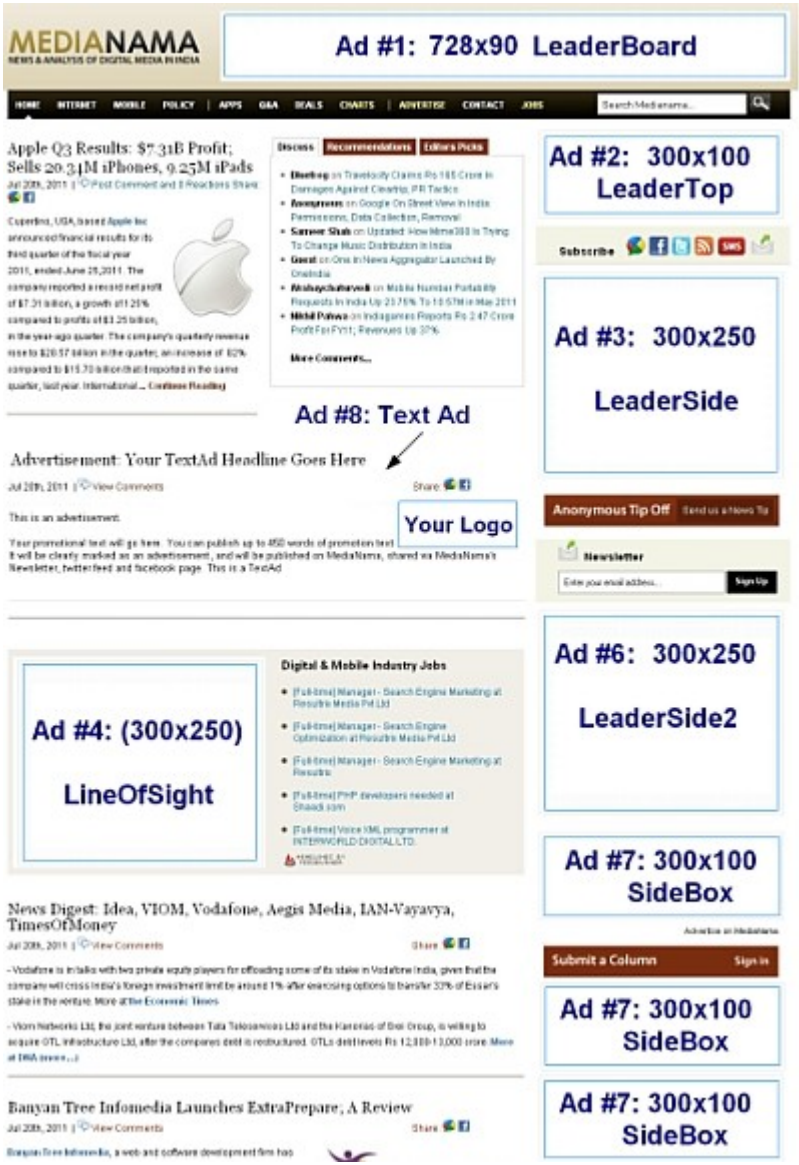

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NEWS & ANALYSIS OF DIGITAL MEDIA IN INDIA

Contact

CentruMedia
Saurabh Sinha
+91-98185-10088
sales@medianama.com