

MEDIANAMA

Media Kit

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

Includes

Site Innovation

Website Advertising

Panel Sponsorship

Mixer Sponsorship

#NAMA Conference Sponsorship

WEBSITE BANNERS | EVENTS

www.medianama.com

MixedBag Media

What is **MEDIANAMA**?

MediaNama (www.medianama.com) is the premier source of information and analysis on the Mobile and Internet businesses 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.

Why **MEDIANAMA**?

Our Visitors

~300,000 Pageviews per month

~100,000 unique visitors per month

Visits mainly from Delhi-NCR, Mumbai & Bangalore

6% of our readers are from the US

Our Subscribers

 **52,000 + Twitter Followers**

 14,000 + RSS subscribers

 3,800 + Newsletter subscribers

 7300 + Facebook Fans

Demographics

Women

 **18%**
Your Fans

 **46%**
All Facebook

Men

 **82%**
Your Fans

 **54%**
All Facebook



Source: MediaNama's Facebook Fan Page

Why **MEDIANAMA** ?

Our Audience is **your target audience**

Influencers and Decision Makers

- ✓ CXOs from Internet and Mobile companies
- ✓ Government Policy decision makers, Regulatory execs and Telecom policy wonks
- ✓ Digital heads of Media companies, including TV & Print
- ✓ Content and services heads of Telecom Operators
- ✓ Venture Capitalists and Private Equity Investors
- ✓ Developers, and Mobile & Internet Startups
- ✓ Print, Television journalists and bloggers
- ✓ Industry Analysts and Consultants

The right people, the right environment

Our Previous Advertisers



Advertising Options Banner

Ad Unit	Size
Ad #1 Leaderboard (Premium, Header)	728x90
Ad #2 LeaderTop (Premium, 1 st Scroll)	300x100
Ad #3 LeaderSide (Premium, 1 st Scroll)	300x250
Ad #4 Leaderside 2 (Premium, 1 st Scroll)	300x250
Ad #5 Leaderside 3 (2 nd Scroll)	300x250
Ad #6 Leaderside 4 (2 nd Scroll)	300x250
Ad #7 SideBox (Three Available)	300x100
Ad #8 Line Of Sight (homepage, center)	300x250
Ad #9 WideBox (story page)	500x150

For rates, contact sales@medianama.com

The screenshot shows the Medianama website interface. At the top, there's a navigation bar with 'HOME', 'INTERNET', 'MOBILE', 'POLICY', 'ADVERTISE', and 'ANON TIP OFF'. A search bar is on the right. The main content area features an article titled '#NAMA Discussion: The Future Of E-Commerce in India, July 30th, Gurgaon'. To the right of the article is a sidebar with 'Funding etc', 'Comments', 'Charts', and 'Views' sections. Below the article, there's a 'Nokia Q2 2013: EUR 115M Loss; 61.1M Devices Sold, 7.4M Lumia' section. Further down, there's a 'Find Digital & Mobile Jobs' section with a highlighted 'Ad #8 Line of Sight 300x250' box. Below that is a 'Microsoft In FY13: Office 365 \$1.5B Annual Biz; \$900M Surface RT Write Off' section. The bottom of the page includes a 'Subscribe' button and social media icons for Facebook, Twitter, and LinkedIn.

Advertising Options Native

Ad Unit
Microsites
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Case Studies & White Papers
Sponsored Opinion (below posts)
Sponsored Tweets

Important:

- ✓ All native advertising content will be marked / disclosed as an advertisement.
- ✓ Publishing a native advertisement is at the publishers discretion
- ✓ For rates, contact sales@medianama.com

Events



MEDIANAMA Panels

What we bring to the table

Curated audience: We select who attends

Knowledgeable panel: We select panelists who are knowledgeable, and with depth in the understanding of market dynamics

Focus on specificity: We ensure that panelists focus on specifics and metrics, and avoid generic comments without substantiation.

Maximum time for audience participation

Value driven discussions: we ensure that the audience gets maximum value for their time by asking insightful questions to set the stage, and then curating the audience Q&A

Time to mingle after the panel is over, so that meaningful conversations follow a meaningful panel discussion



Past Panels

Future of Video, Mumbai

Sponsored by:  Ooyala

Target Audience: Video content owners, aggregators

Panelists: Rajjat Barjatya (Rajshri Media), Bismarck Lepe (Ooyala), Sameer Pitalwalla, (UTV), Kedar Gawane (Comscore)

Attendees: 168 applicants. 55 curated attendees

Future of e-Commerce, Gurgaon

Sponsored by:  Akamai
FASTER FORWARD

Target Audience: CXO's and founders from e-commerce in India

Panelists: Harish Bahl (Smile Interactive), Gautam Sinha (Indiatimes), Neetu Bhatia (Kyazoonga)

Attendees: 70 applicants. 35 curated attendees

Future of Video, Mumbai

Sponsored by:  vserv.mobi

Target Audience: Mobile app developers

Panelists: Ashay Padwal (Vserv), Dr. Abhinav Mathur (Spice Labs), Dev Khare (Lightspeed Ventures), Jonathan Bill (Vodafone India), Rajiv Kumar (RockeTalk)

Attendees: 60

MEDIANAMA Mixers

Delhi, June 2011; Bangalore, November 2012



Delhi Mixer

Sponsored by:



MediaNama Mixers are an informal gathering of industry executives with no agenda, allowing people to interact in a stress-free, relaxed environment.

The Delhi MediaNama Mixer saw participation from 220 industry executives.

In Bangalore, we kept it limited to 40 guests

#NAMA

Digital Leadership Conference

December 2013 | Mumbai

Contact us for the #NAMA Sponsorship kit at

sarita@medianama.com
or nikhil@medianama.com

Why #NAMA?

Need for deeper discussions: A transformation is taking place in both the Internet and Mobile services businesses. Along with uncertainty, there is significant opportunity.

#NAMA sheds light on challenges and uncertainties, what market leaders are doing about it, and point towards opportunities through deep, insightful and meaningful discussions, sharing of experiences.

Audience focus: Digital conferences in India have mostly been about the speakers, not about providing value to the audience. #NAMA is an audience focused conference, with a focus on providing insightful conversations and relevant audience participation in sessions. Our format is created specifically with the intent to drive Q&A.

Ideas, Insight and leadership: #NAMA has a healthy mix of ideas, thought leadership and with important operational questions being addressed, with fresh ideas being shared and showcased, and defining a vision and a sense of directions in these uncertain times.

Business Exchange: An important part of #NAMA is the creation of an industry interaction between relevant stakeholders, in order to maximise chances of collaboration and partnerships between industry stakeholders, for building an inclusive and healthier ecosystem in India.

#NAMA Delhi

Speakers & Moderators

Nandan Nilekani, Chairman, UIDAI

Satyan Gajwani, CEO, Times Internet Ltd.

Jonathan Bill, SVP, Business Development & Innovation, Vodafone India

Vijay Shekhar Sharma, Chairman & MD, One 97 Communications

Tushar Vyas, Managing Partner, GroupM, South Asia

Mahesh Murthy, Founder, Pinstorm

Sundeep Malhotra, CEO, HomeShop18

S. Sivakumar, ITC E-Choupal

Kushan Mitra, Managing Editor, The Pioneer

Rajesh Sawhney, GSF Superangels

Mouli Raman, MD, OnMobile

Binny Bansal, COO, Flipkart

Vijay Nair & Shreyas Srinivasan, Only Much Louder

Sundeep Malhotra, CEO, Homeshop18

Paras Chopra, CEO, Wingify

Gautam Gandhi, Google

Sandeep Amar, CMO, Times Internet Ltd

Dev Khare, Lightspeed Ventures

Girish Mathrubootham, Founder & CEO, Freshdesk

#NAMA Delhi Sponsors

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Wi-Fi Sponsor – Quikr



Associate Sponsors



MEDIANAMA

NEWS & ANALYSIS OF DIGITAL MEDIA IN INDIA

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