

**SEMICON
MEDIA**

MEDIA KIT 2024



**CIRCUIT
DIGEST**

COMPONENTS¹⁰¹



**IOTDESIGN
PRO**

Semicon Media is a unique collection of online media focused purely on the Electronics Community across the globe. Our resources demystify electronics and its related technologies by providing high value content to our readers.

STRONG EE COMMUNITY



1.7M+

Page Views/month



1M+

Visitors/month



85K+

Youtube Subscribers



300K+

Video views/month



100K+

Emails



100K+

Social Media Followers



300K+

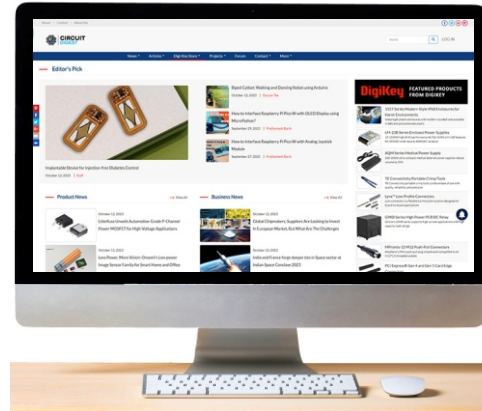
Push Notification Subscribers

MEDIA BRANDS

Circuit Digest

Circuit Digest is a huge community of Engineers and Makers, who are passionate about Electronics and Technology. It is driven with a mission of creating a complete ecosystem for Engineers, Designers, Manufacturers and Distributors to thrive together as a single community to serve the fastest growing Electronics Industry across India and Globe.

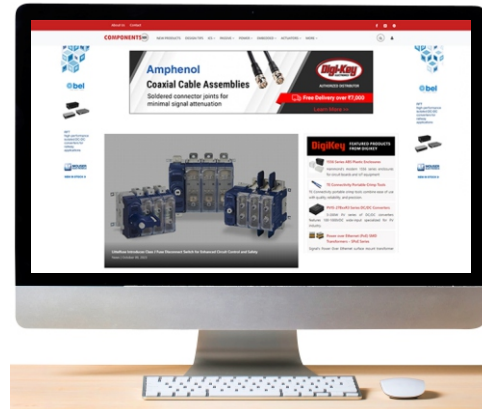
circuitdigest.com



Components101

Components101 is a resource for electronics design engineers to analyze and select the right component for their designs. Our well curated content on newly launched semiconductor component and articles, inspire electronic engineers to design and innovate using the latest technology available in the market.

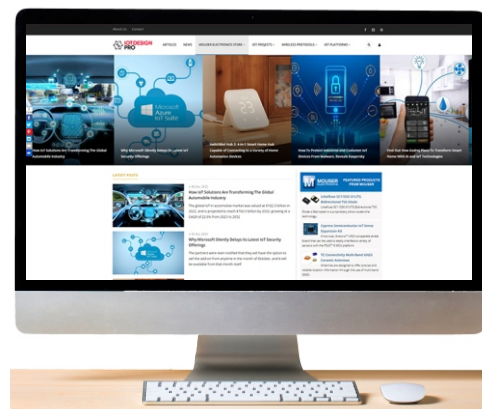
components101.com



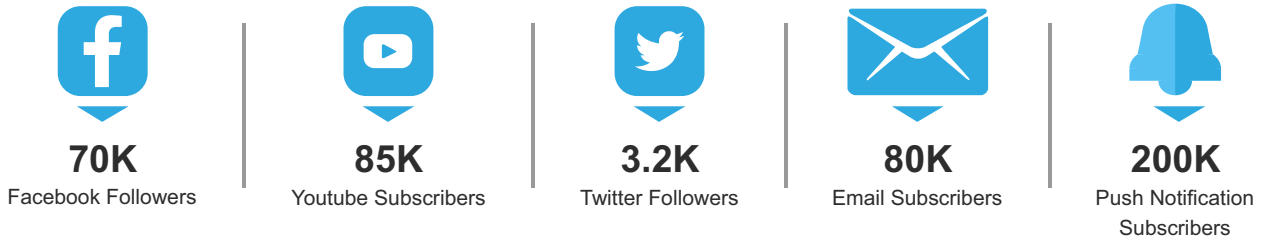
IoTDesignPRO

IoTDesignPro is a one-of-a-kind, Internet of Things Community focused on exploring the latest advancements and technologies in the field of IoT. Our specialized content addresses the needs of IoT Ecosystem and helps engineers and designers to learn and build IoT based designs.

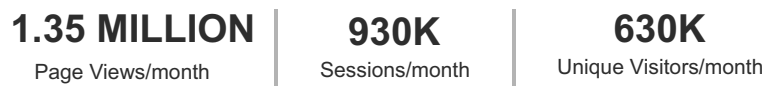
iotdesignpro.com



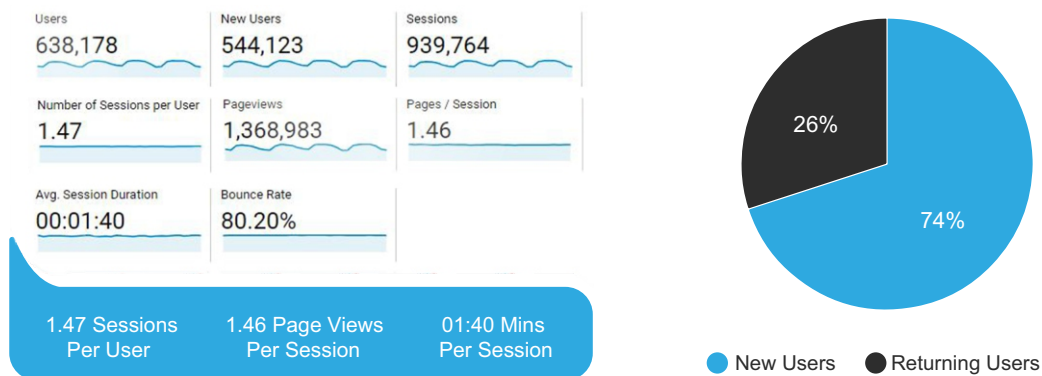
COMMUNITY



TRAFFIC STATISTICS



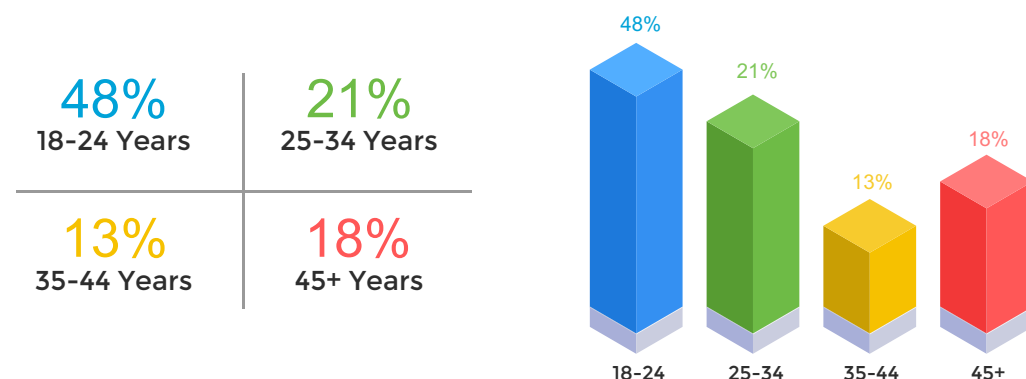
PERFORMANCE STATISTICS



AUDIENCE DEMOGRAPHICS



AGE



AD FORMATS

WELCOME BANNER

Size : 640x480px (Desktop),
320x240px (Mobile)

Max. File Size : 60 KB

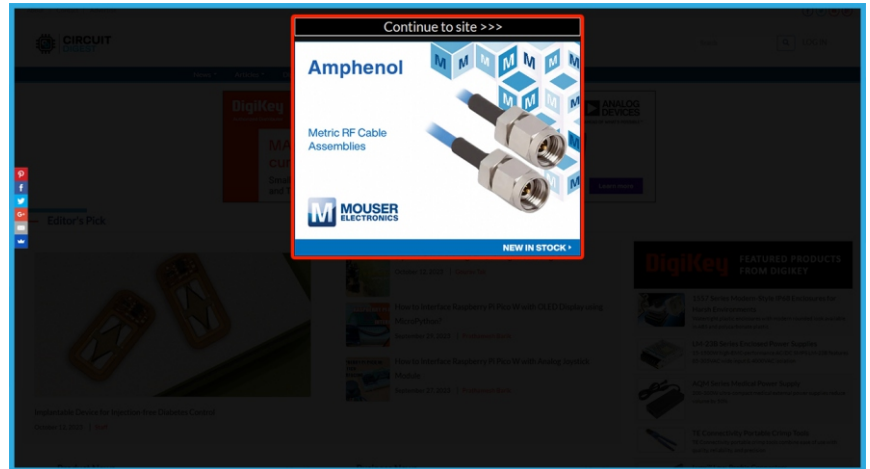
Position : Pop-up

Section : ROS

Impression : 1 Million

Available Imp. : 200K

Rate : \$15 CPM



BILLBOARD BANNER

Size : 970x250px (Desktop),
300x200px (Mobile)

Max. File Size : 60 KB

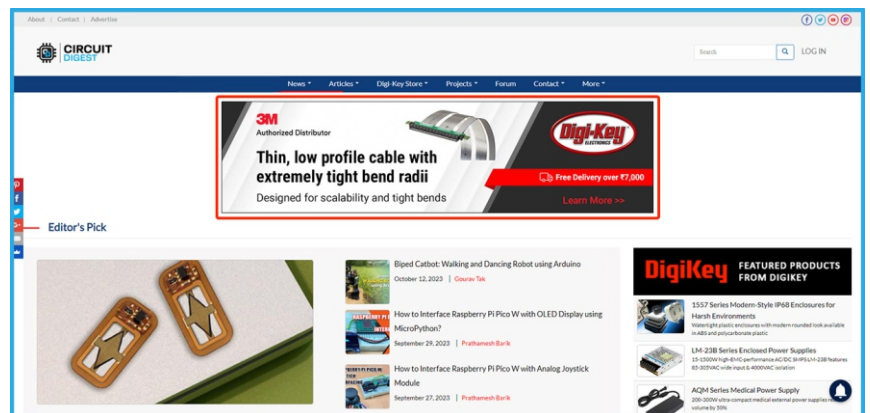
Position : Website Header

Section : ROS

Impressions : 1.3 Million

Available Imp. : **SOLD**

Rate : \$12 CPM



CUSTOM PRODUCT PROMOTIONS

Position : Right Sidebar Top

Total Products : 8

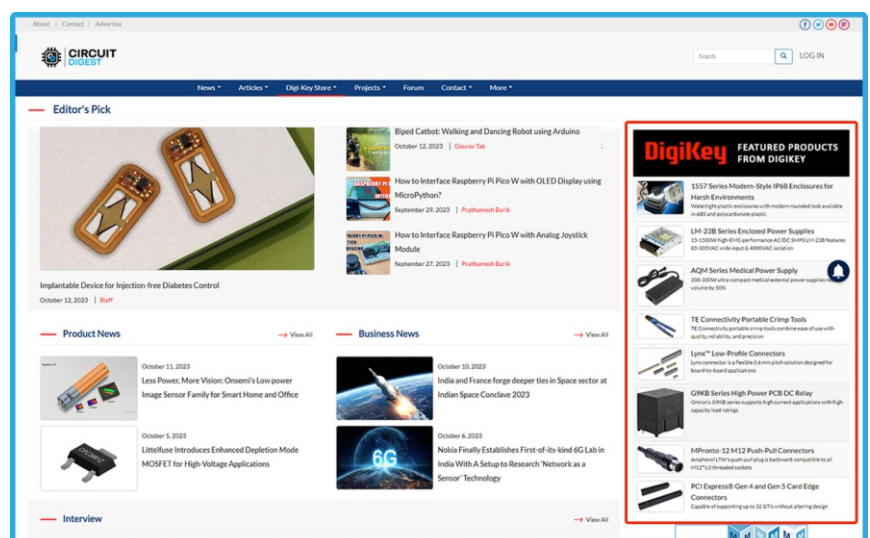
Req. Materials : 8 x (Image, Title, Description & Link)

Section : ROS

Impressions : 1.3 Million

Available Imp. : **SOLD**

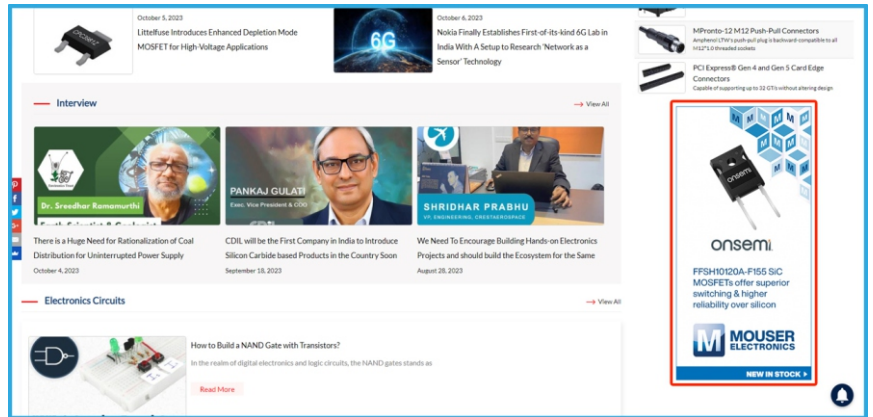
Rate : \$6000/month



AD FORMATS

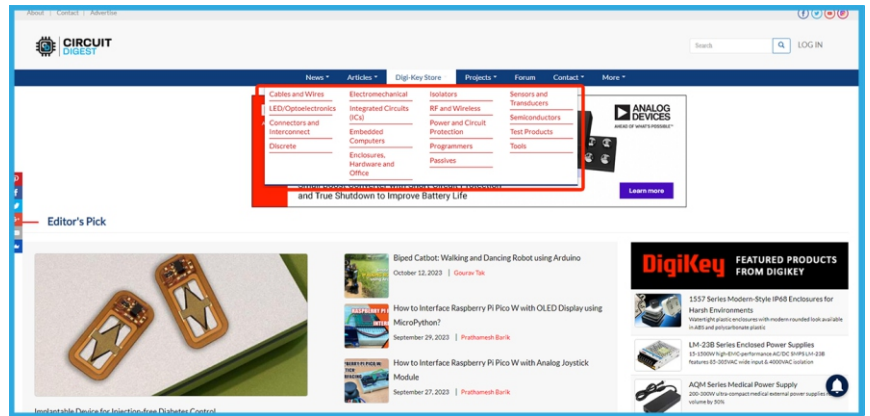
HALF PAGE AD - STICKY

- Size : 300x600px
- Max. File Size : 60 KB
- Position : Right Sidebar Bottom
- Section : ROS
- Features : Sticky on Desktop
- Impressions : 1 Million
- Available Imp. : 200K
- Rate : \$12 CPM



CUSTOM MENU LINKS

- Position : Main Menu
- Total Products : 15
- Req. Materials : 15x (Title & Link)
- Section : ROS
- Impressions : 1.3 Million
- Available Imp. : **SOLD**
- Rate : \$3000/month




SPONSORED PRODUCTS

- No. of Products : 3
- Position : In-Content (Appears in the middle of articles & also appears on Home Page)
- Price : USD 2,400/Month
- Impression : 1 Million (approx.)
- Materials : 3 x (Title, Description, Image & Link)


There are some dedicated devices or components to perform the particular operation. Among them, the comparator is a popular application and in most cases, the Op-Amp circuits are preferred over the dedicated comparator because of any one of the following reasons.

Cost Efficient:
In most of the circuits, the Op-Amps are the mandatory component to process the analog signals. So, commonly the multichannel Channel Op-Amps are selected for a particular circuit and some of the channels are used for true Op-Amp requirements and the remaining channels can be used for the Comparator requirements. With this, the single component satisfies both Op-Amp, comparator requirements which prove beneficial in terms of reduction in the size of the PCB, reduction in the cost of extra component and reduction in the inventory of extra component and also can save a decoupling capacitor which is placed between Vcc to Gnd of any Op-Amp or comparator IC.


Sponsored Products



ADG7421F Dual SPST Switch
Analog Devices' ADG7421F is a low voltage, dual single-pole/single-throw (SPST).





PLEA67 Series Thin-Film Power Inductors
TDK Corporation has developed the PLEA67 series of inductors for use in true wireless stereo (TWS) devices.




ZTP-148SRC1 Non-Contact IR Temperature Sensor
Amphenol Advanced Sensors' ZTP-148SRC1 model consists of thermoelements, a flat infrared filter,

PHOTONIC CONNECTORS 1.25, 1.90, 2.00, 2.54 / 3.00 mm connectors allow connections with speeds up to 16 Gbps
[Learn More >>](#)

Transportation Prototyping Ecosystem



[Explore Content](#)

AD FORMATS

Sponsored Video

Length : 5-10 Minutes

Price : \$3000/Video



DEDICATED EDM

Total Sends : 100,000

Leads : Not Provided

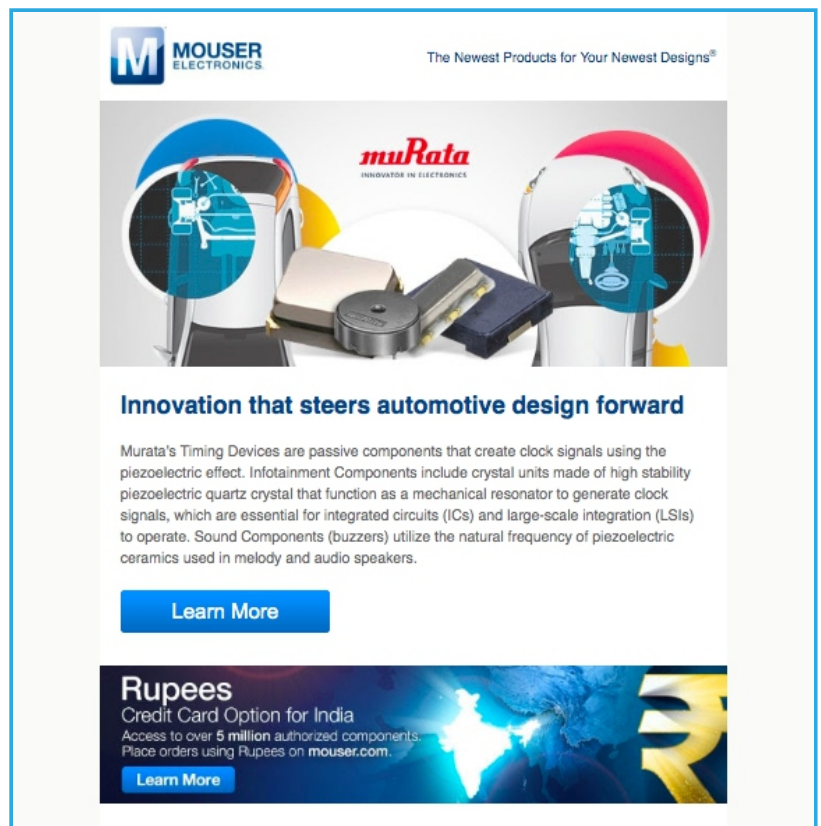
Industry

Segmentation : No

Geo-targeting : No

Materials : HTML

Price : \$1200/Send



M MOUSER ELECTRONICS The Newest Products for Your Newest Designs®

muRata
INNOVATOR IN ELECTRONICS

Innovation that steers automotive design forward

Murata's Timing Devices are passive components that create clock signals using the piezoelectric effect. Infotainment Components include crystal units made of high stability piezoelectric quartz crystal that function as a mechanical resonator to generate clock signals, which are essential for integrated circuits (ICs) and large-scale integration (LSIs) to operate. Sound Components (buzzers) utilize the natural frequency of piezoelectric ceramics used in melody and audio speakers.

[Learn More](#)

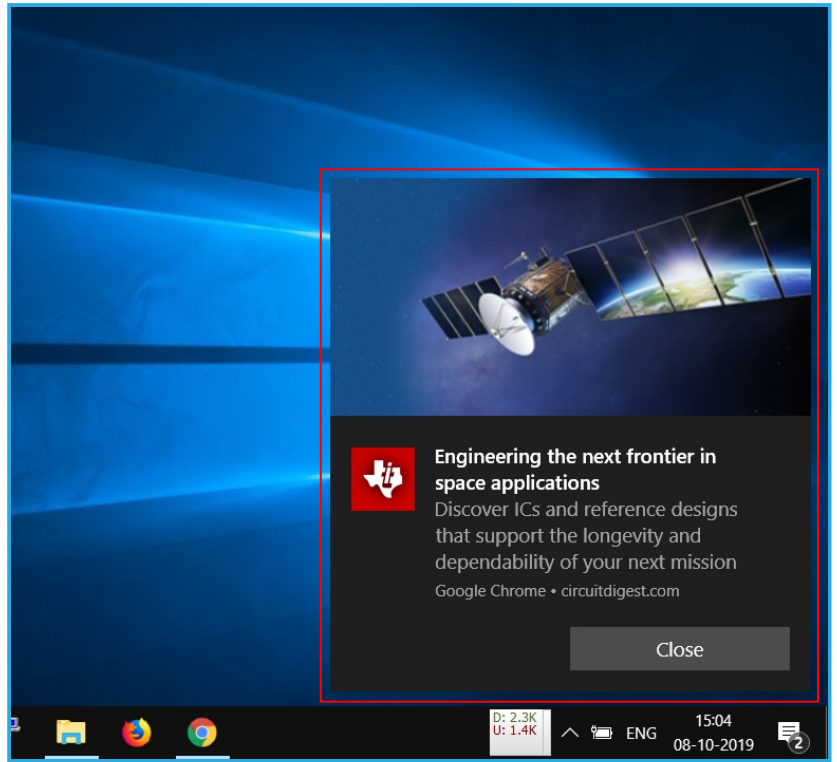
Rupees
Credit Card Option for India
Access to over 5 million authorized components.
Place orders using Rupees on [mouser.com](https://www.mouser.com).

[Learn More](#)

AD FORMATS

PUSH NOTIFICATION

- Total Sends : 200,000
- Geo-targeting : Yes
- Materials : Title (100 Char. max.)
- Description : (150 Char. max.)
- Image : 360x180px
- Price : \$500/send



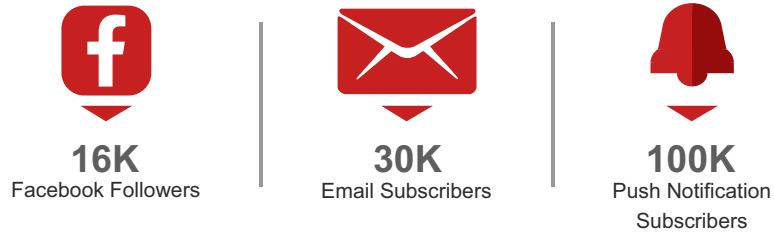
Newsletter Banner

- Size : 600x90 Banner on Weekly Newsletter
- Price : USD 400/Week
- Total Emails : 100,000
- Materials : 600x90 Banner (Image & Link)

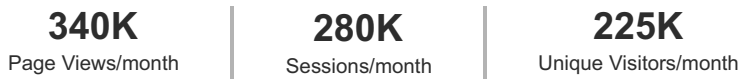


COMPONENTS¹⁰¹

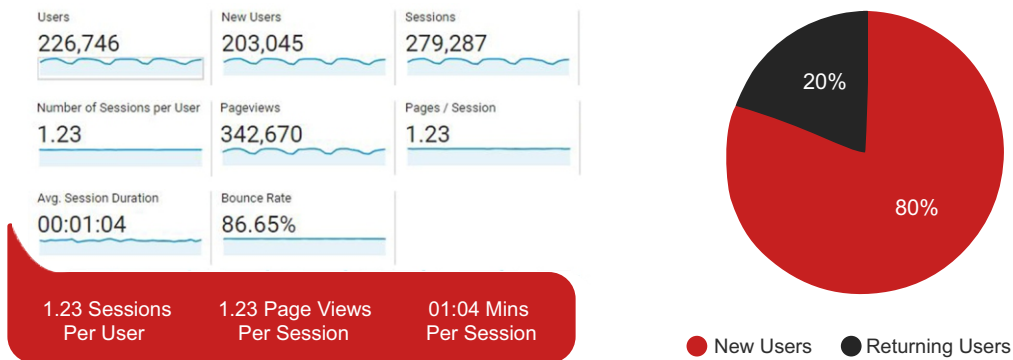
COMMUNITY



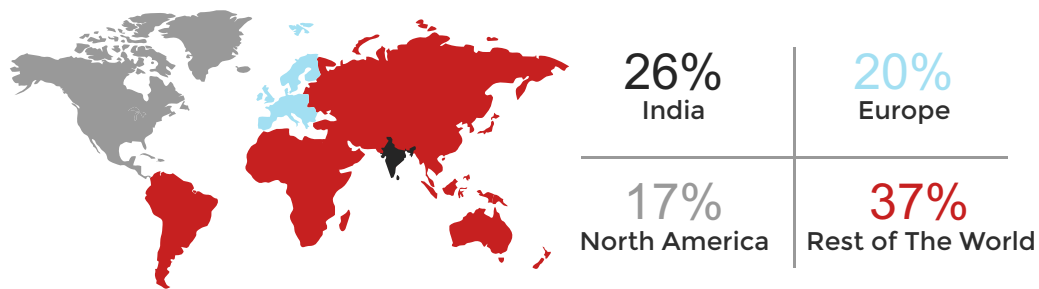
TRAFFIC STATISTICS



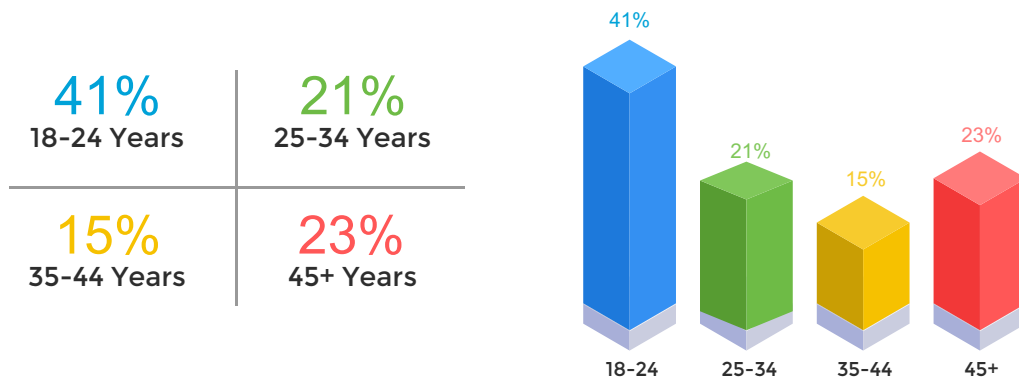
PERFORMANCE STATISTICS



AUDIENCE DEMOGRAPHICS



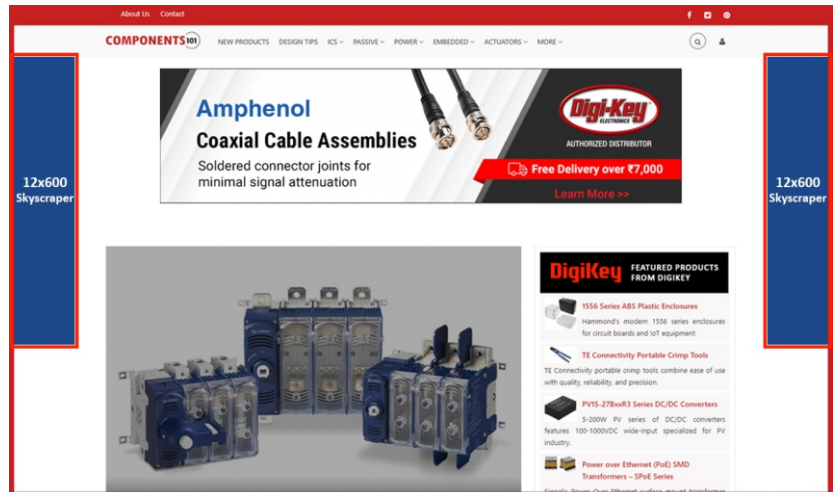
AGE



AD FORMATS

WALLPAPER BANNER

- Size : 1366x600px Banner with 2 columns of 120x600px on both sides
- Section : RoS (Desktop Only)
- Features : This wallpaper banner is a high impact ad position which displays two 120x600 banners on both sides of the website and remains sticky on the entire page scroll. Very high % viewability and CTR.
- Total Imp. : 200K
- Available Imp. : **SOLD**
- Rate : \$30 CPM



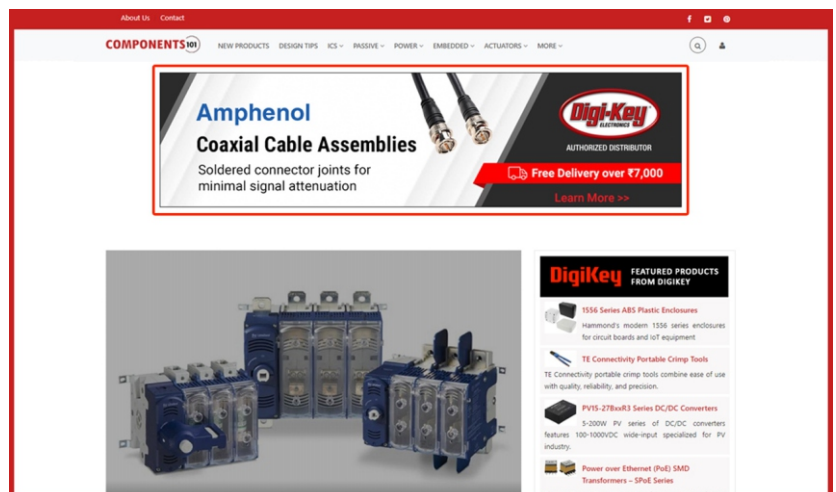
WELCOME BANNER

- Size : 640x480px
- Max. File Size : 60 KB
- Position : Pop-up
- Impression : 300K
- Available Imp. : **SOLD**
- Rate : \$15 CPM



BILLBOARD BANNER

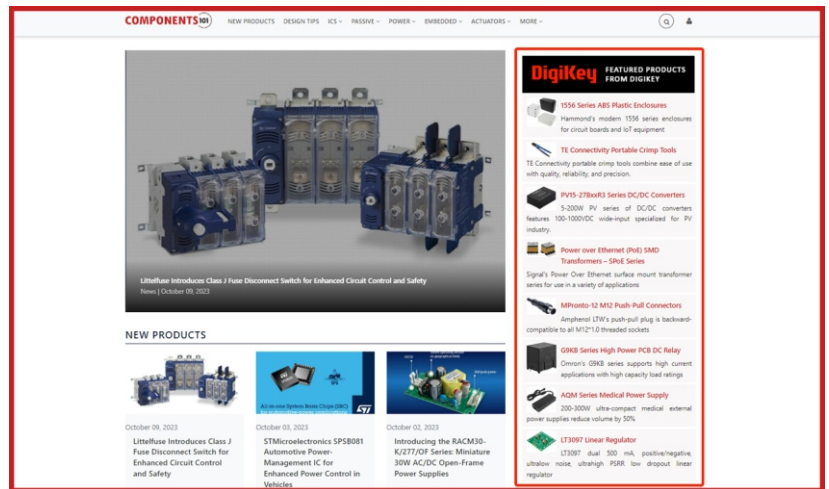
- Size : 970x250px
- Max. File Size : 60 KB
- Position : Website Header
- Impressions : 350K
- Available Imp. : **SOLD**
- Rate : \$12 CPM



AD FORMATS

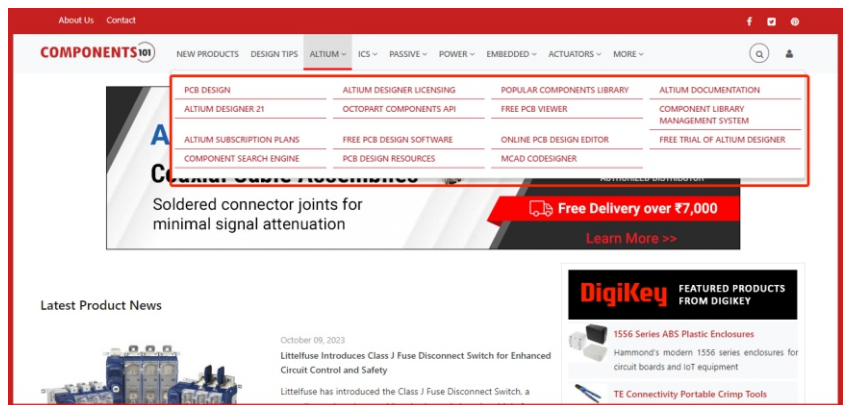
CUSTOM PRODUCT PROMOTIONS

Position : Right Sidebar Top
 Total Products : 8
 Req. Materials : 8 x (Image, Title, Description & Link)
 Impressions : 350K
 Available Imp. : **SOLD**
 Rate : \$4000/month



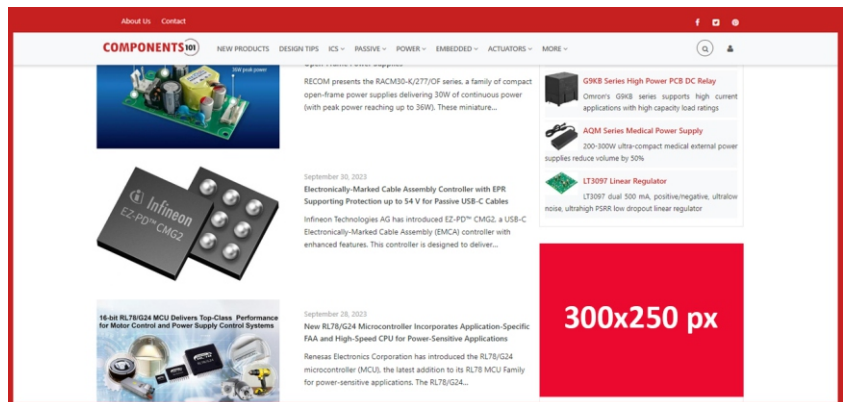
CUSTOM MENU LINKS

Position : Main Menu
 Total Products : 10
 Req. Materials : 10 x (Title & Link)
 Availability : **SOLD**
 Rate : \$3000/month



BOOMBOX BANNER

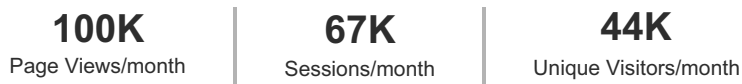
Size : 300x250px
 Max. File Size : 40 KB
 Position : Right Sidebar Bottom
 Feature : Sticky on Desktop
 Impression : 300K
 Available Imp. : 300K
 Rate : \$8 CPM



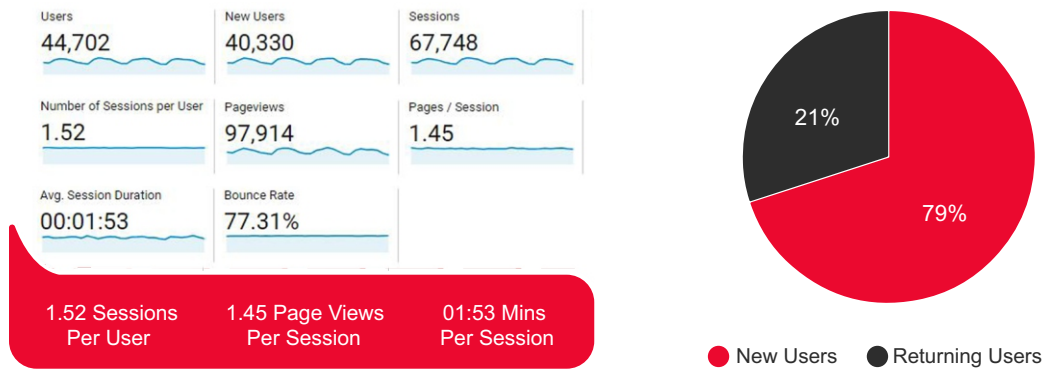
COMMUNITY



TRAFFIC STATISTICS



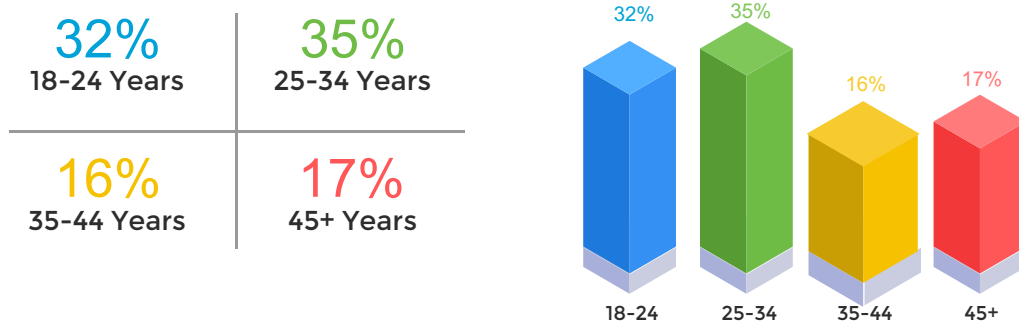
PERFORMANCE STATISTICS



AUDIENCE DEMOGRAPHICS



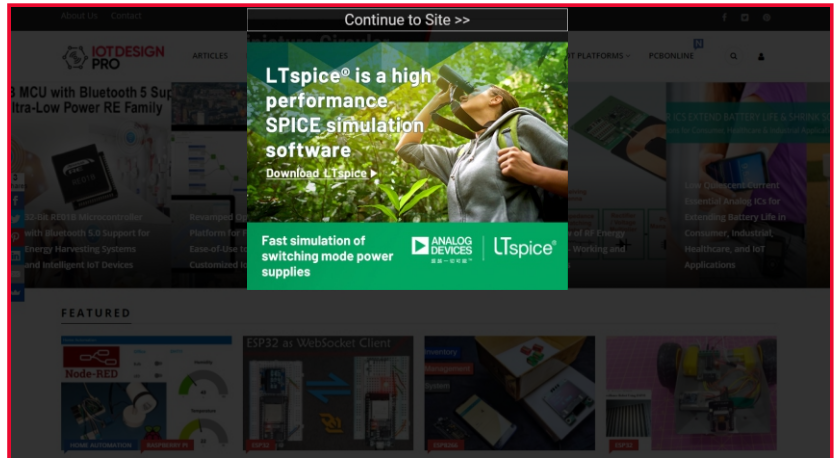
AGE



AD FORMATS

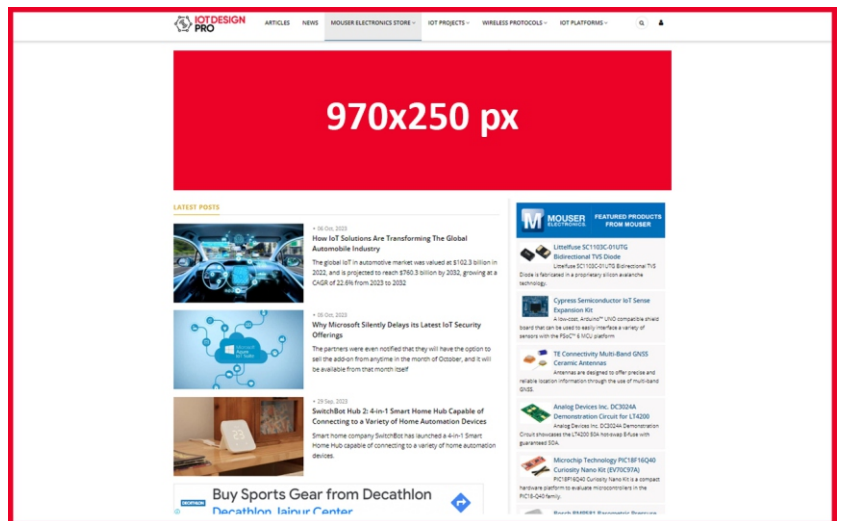
WELCOME BANNER

- Size : 640x480px (Desktop),
320x240px (Mobile)
- Max. File Size : 60 KB
- Position : Pop-up
- Section : ROS
- Impression : 50K
- Rate : \$15 CPM



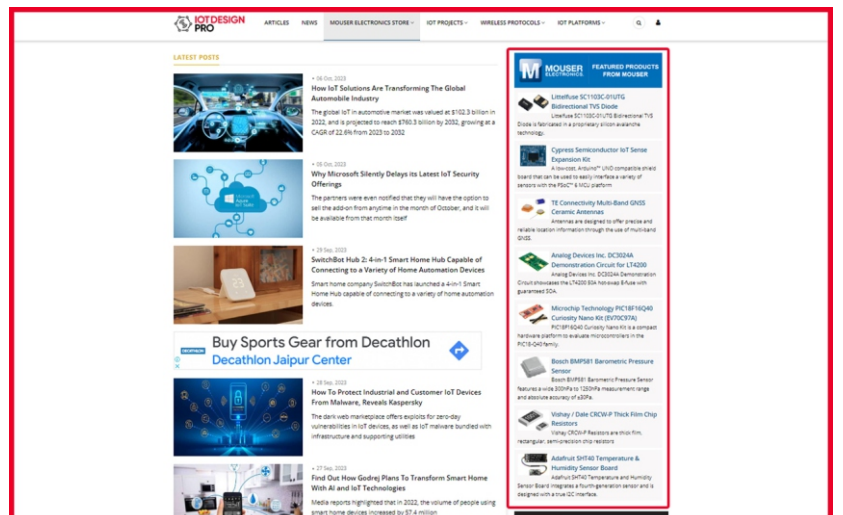
BILLBOARD BANNER

- Size : 970x250px (Desktop),
300x200px (Mobile)
- Max. File Size : 60 KB
- Position : Website Header
- Section : ROS
- Impressions : 100K
- Rate : \$12 CPM



CUSTOM PRODUCT PROMOTIONS

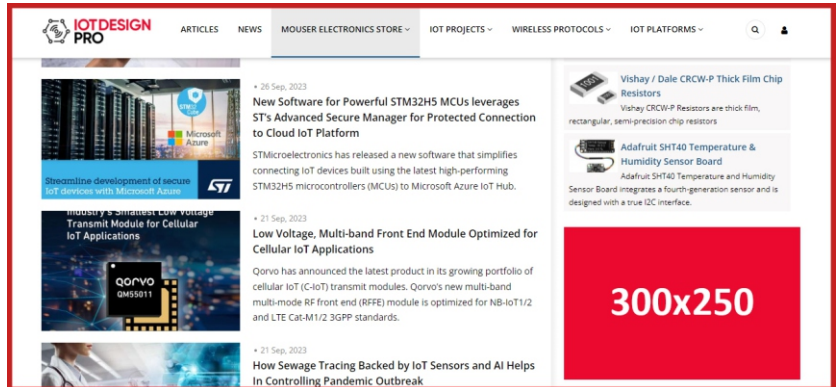
- Position : Right Sidebar Top
- Total Products : 8
- Req. Materials : 8 x (Image, Title, Description & Link)
- Section : ROS
- Impressions : 100K
- Rate : \$1000/month



AD FORMATS

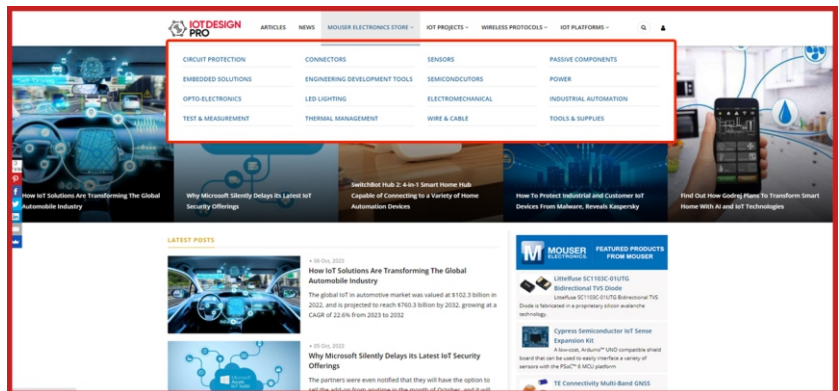
BOOMBOX BANNER

- Size : 300x250px
- Max. File Size : 40 KB
- Position : Right Sidebar Bottom
- Section : ROS
- Features : Sticky on Desktop
- Impressions : 100K
- Rate : \$8 CPM



CUSTOM MENU LINKS

- Position : Main Menu
- Total Products : 15
- Req. Materials : 15x (Title & Link)
- Section : ROS
- Availability : Available
- Rate : \$800/month



CONTACT US

For US & EU

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