SEMICON MEDIA

MEDIA KIT 2024

CIRCUIT DIGEST | COMPONENTS 101 | IOT DESIGN PRO

665, Siddharth Nagar, Airport Road, Jaipur, India 302017 contact@circuitdigest.com

SEMICON MEDIA

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 COMMIUNITY

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

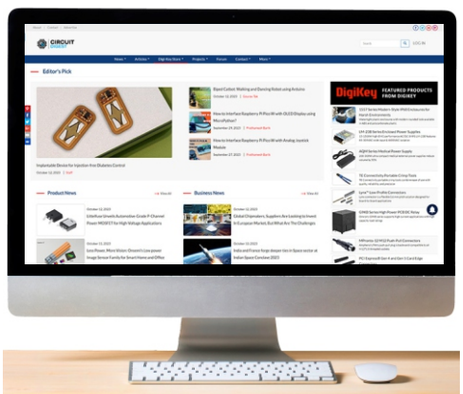
www.semiconmedia.com

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.

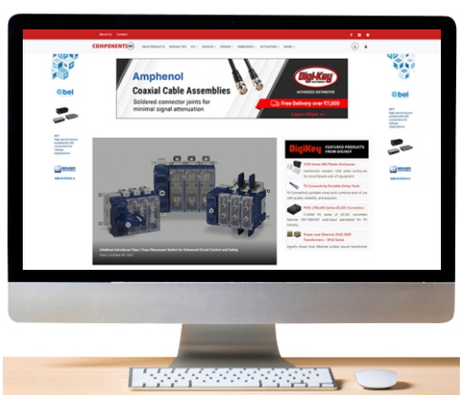
circuitdigest.com



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.

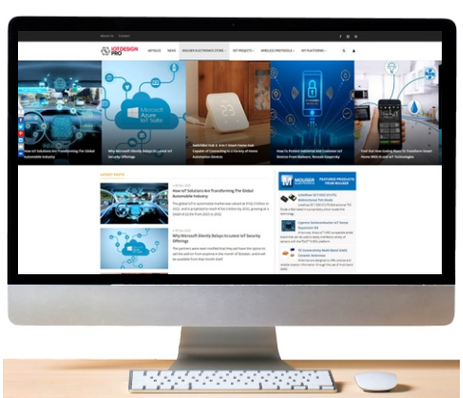
components101.com



IoTDesignPRO

IoTDesignPro is a one-of-a-kind, Internet of Things Community focused on exploring the latest advancements and technologies in the filed 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



CIRCUIT DIGEST

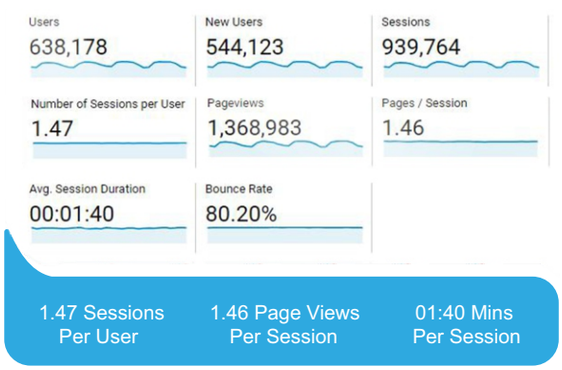
COMMUNITY

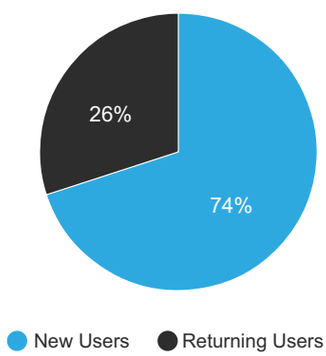
70K	85K	3.2K	80K	200K
Facebook Followers	Youtube Subscribers	Twitter Followers	Email Subscribers	Push Notification Subscribers

TRAFFIC STATISTICS

1.35 MILLION	930K	630K
Page Views/month	Sessions/month	Unique Visitors/month

PERFORMANCE STATISTICS



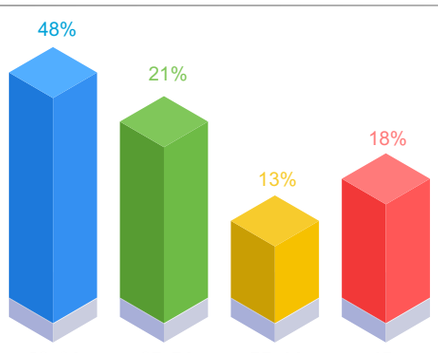


AUDIENCE DEMOGRAPHICS

36% India	19% Europe
15% North America	30% Rest of The World

AGE

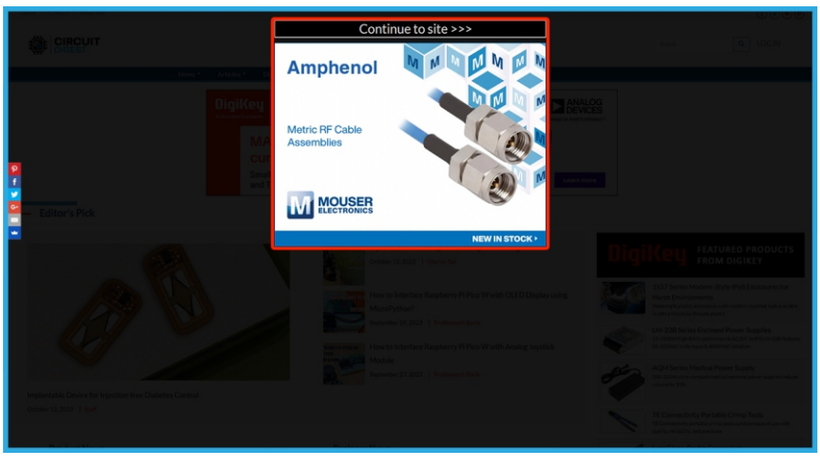
48% 18-24 Years	21% 25-34 Years
13% 35-44 Years	18% 45+ Years



AD FORMATS

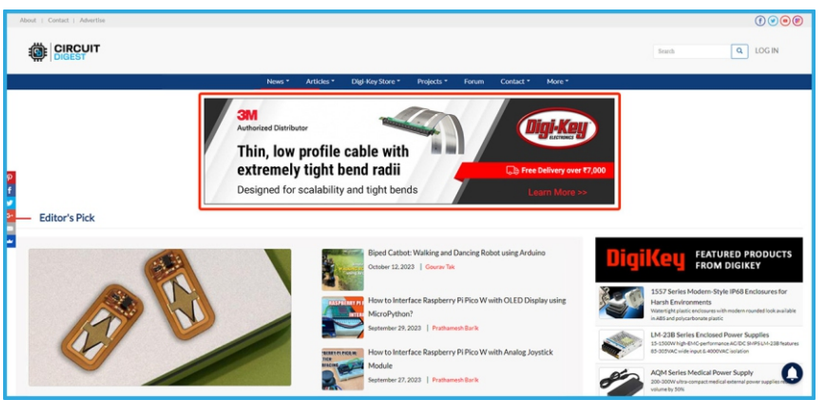
WELCOME BANNER

Size : 640x480px (Desktop), 320x240px (Mobile)
Max. File Size : 60 KB
Position : Pop-up
Section : ROS
Impression : 1 Million
Available Imp. : 200K
Rate : $15 CPM



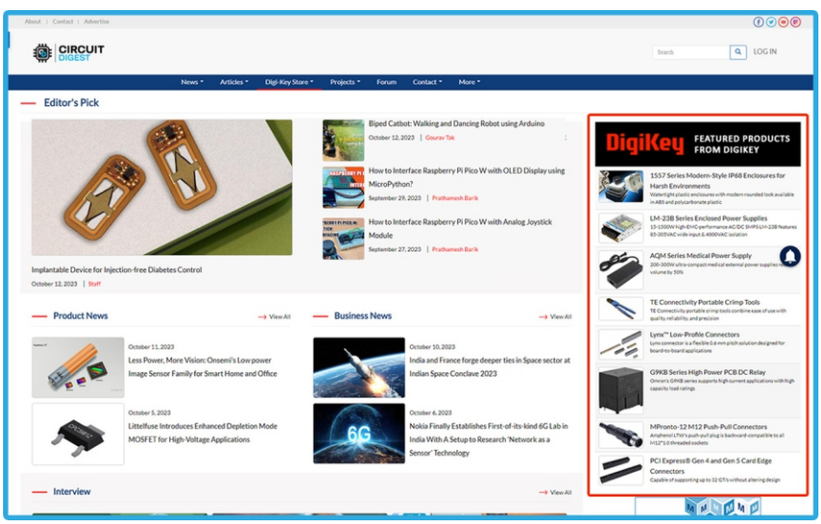
BILLBOARD BANNER

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

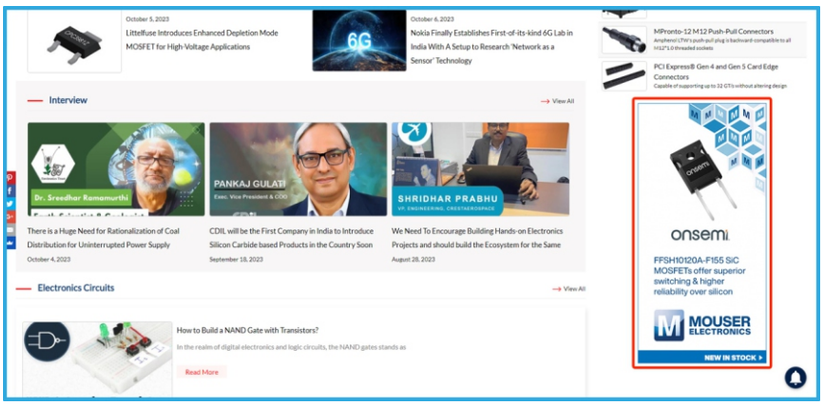
Position : Right Sidebar Top
Total Products : 8
Req. Materials : 8 x (Image, Title, Description & Link)
Section : ROS
Impressions : 1.3 Million
Available Imp. : SOLD
Rate : $6000/month



AD FORMATS

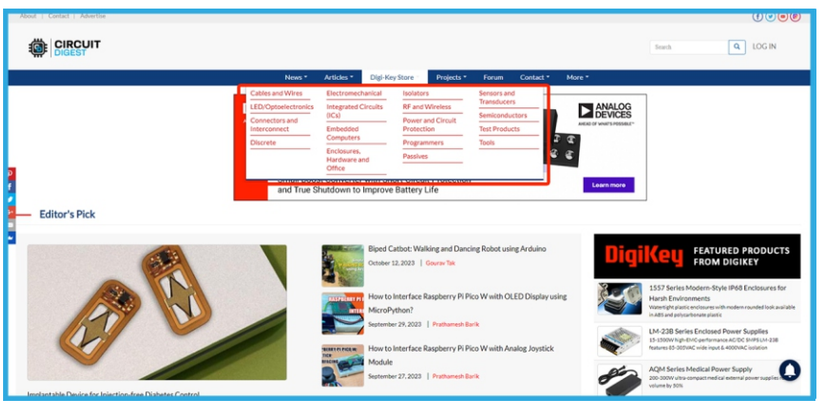
HALF PAGE AD - STICKY

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



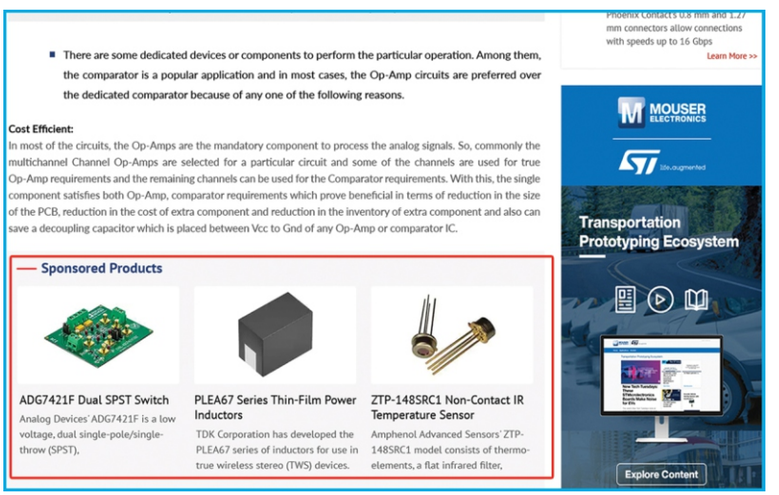
CUSTOM MENU LINKS

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)



AD FORMATS

Sponsored Video

Length : 5-10 Minutes

Price : $3000/Video

DEDICATED EDM

Total Sends : 100,000

Leads : Not Provided

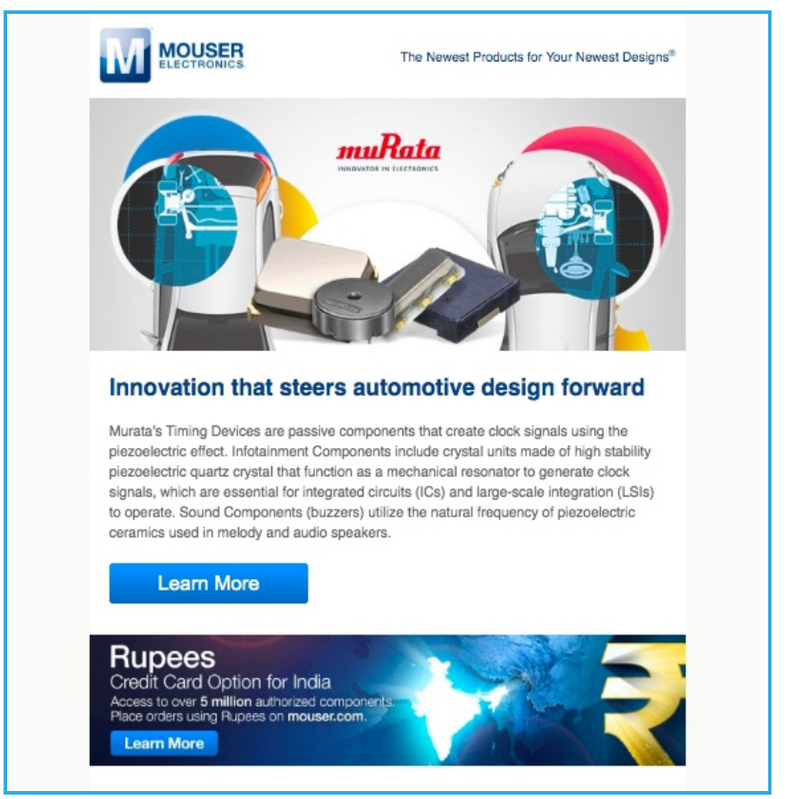
Industry

Segmentation : No

Geo-targeting : No

Materials : HTML

Price : $1200/Send



AD FORMATS

PUSH NOTIFICATION

Total Sends : 200,000

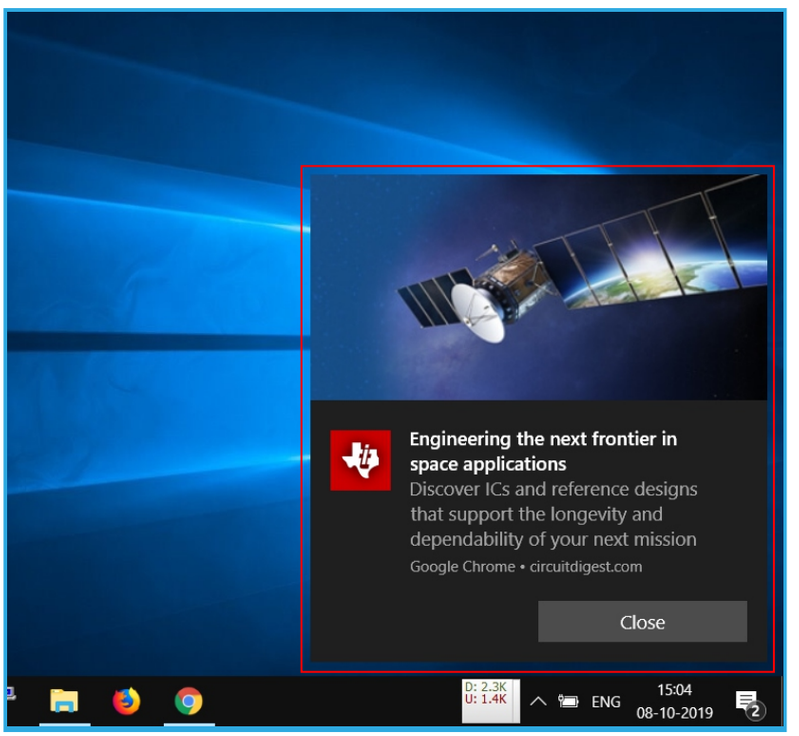
Geo-targeting : Yes

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)

COMMUNITY

16K
Facebook Followers

30K
Email Subscribers

100K
Push Notification Subscribers

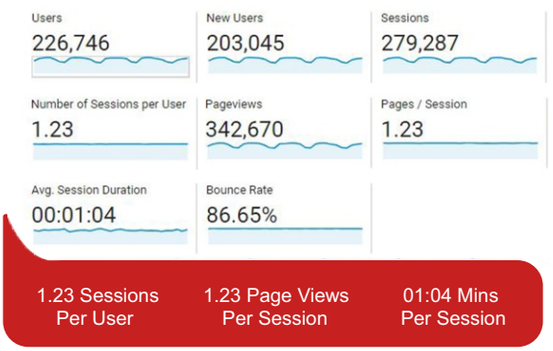
TRAFFIC STATISTICS

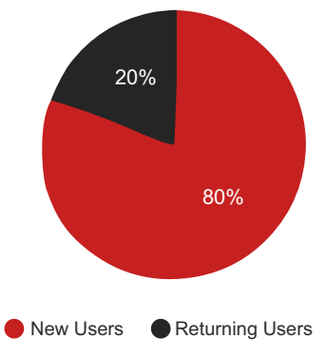
340K
Page Views/month

280K
Sessions/month

225K
Unique Visitors/month

PERFORMANCE STATISTICS



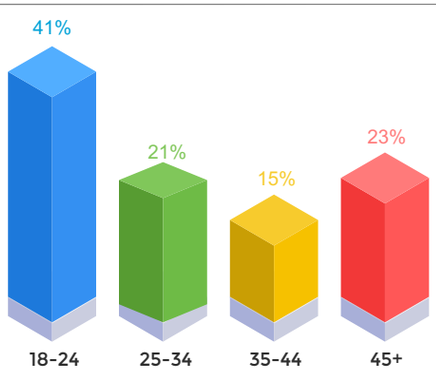


AUDIENCE DEMOGRAPHICS

26% India	20% Europe
17% North America	37% Rest of The World

AGE

41% 18-24 Years	21% 25-34 Years
15% 35-44 Years	23% 45+ Years



AD FORMATS

WALLPAPER BANNER

Size : 1366x600px Banner with 2 columns of 120x600px on both sides

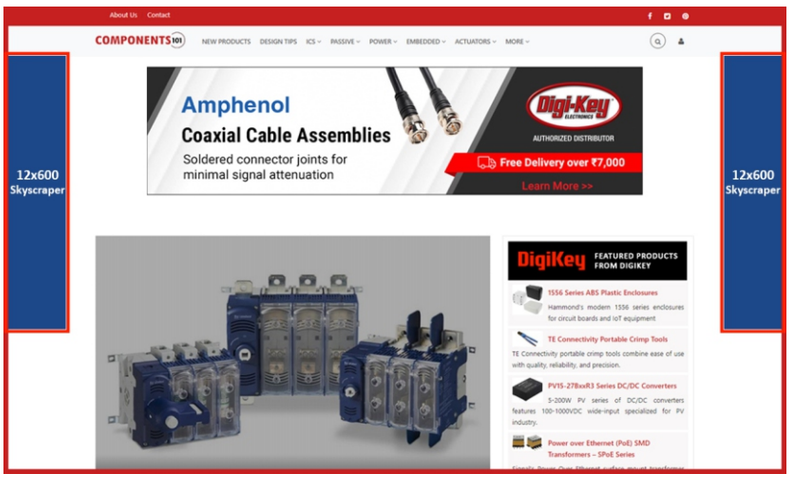
Section : RoS (Desktop Only)

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

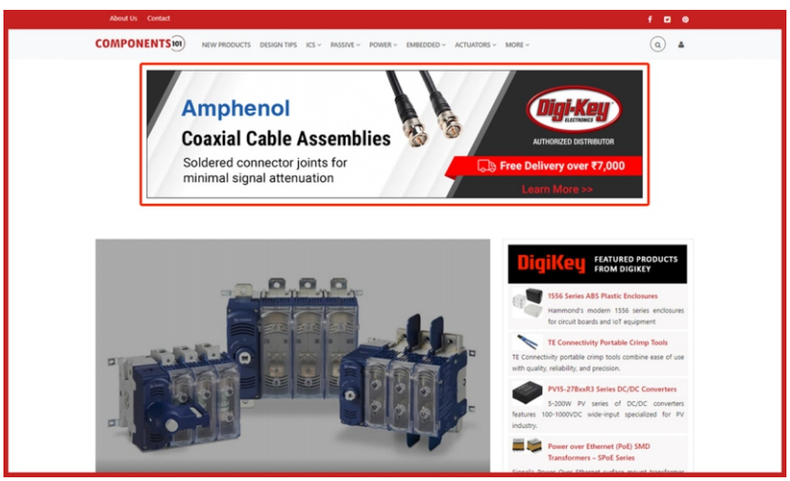
Max. File Size : 60 KB

Position : Website Header

Impressions : 350K

Available Imp. : SOLD

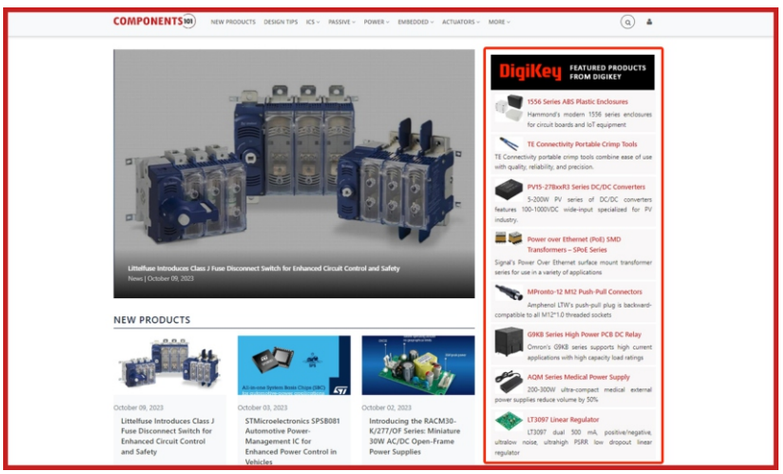
Rate : $12 CPM



AD FORMATS

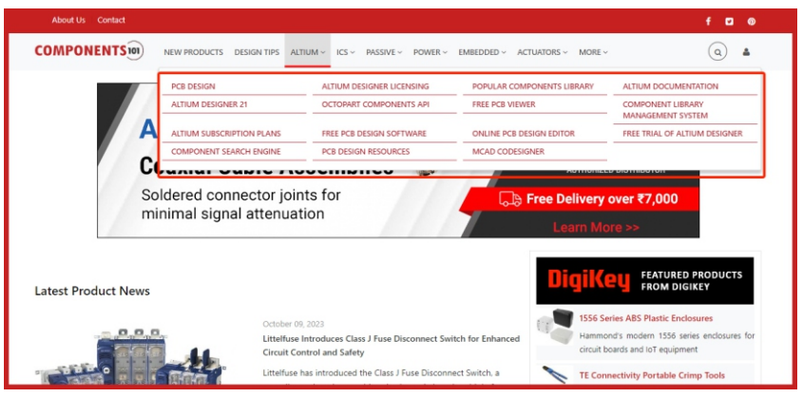
CUSTOM PRODUCT PROMOTIONS

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



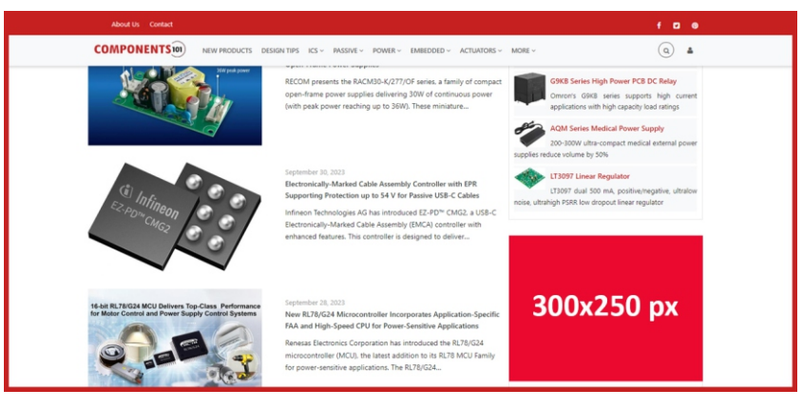
CUSTOM MENU LINKS

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



IOTDESIGN PRO

COMMUNITY

10K
Facebook Followers

2.28K
Youtube Subscribers

181
Twitter Followers

5K
Email Subscribers

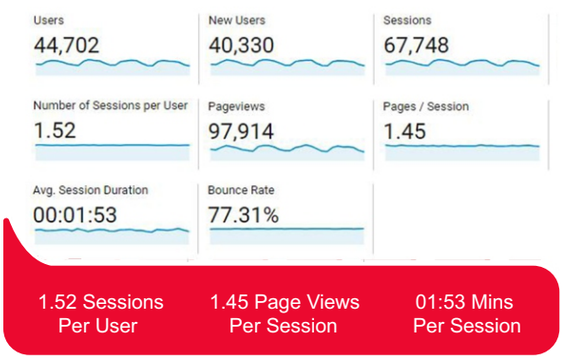
TRAFFIC STATISTICS

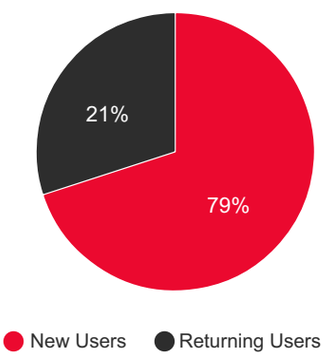
100K
Page Views/month

67K
Sessions/month

44K
Unique Visitors/month

PERFORMANCE STATISTICS





AUDIENCE DEMOGRAPHICS

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10% North America	33% Rest of The World

AGE

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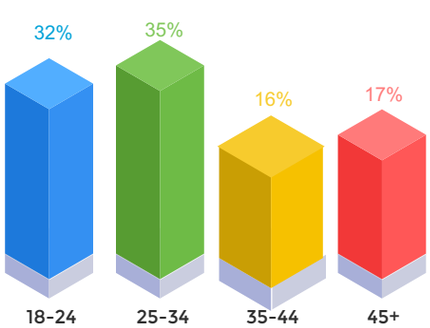
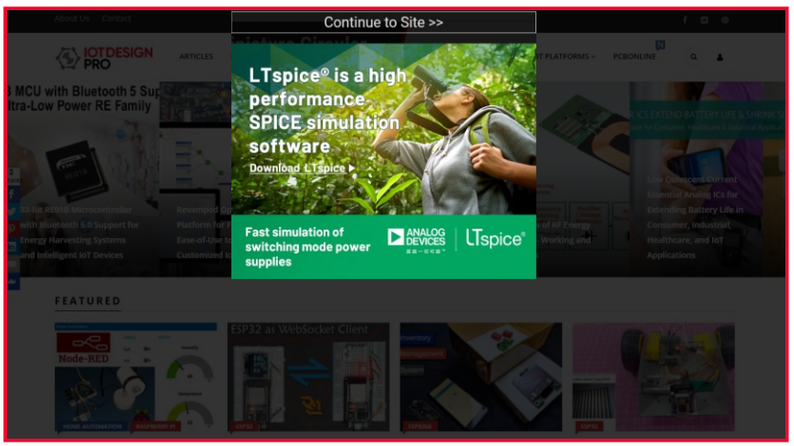


AD FORMATS

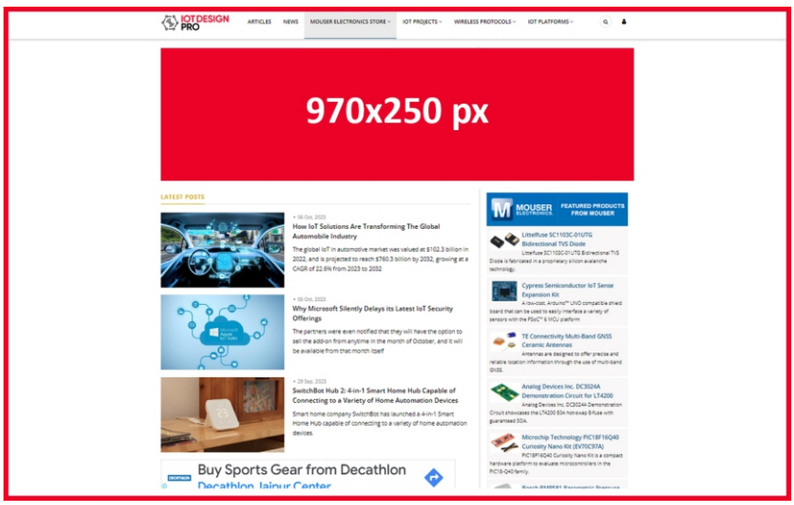
WELCOME BANNER

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



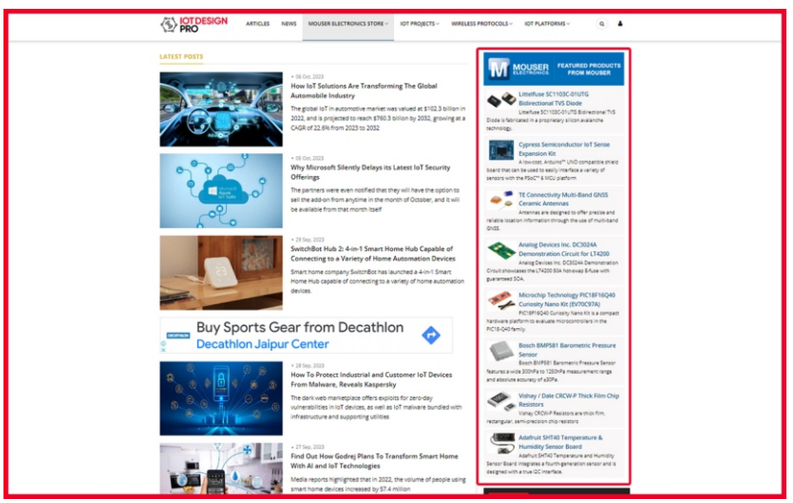
BILLBOARD BANNER

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



CUSTOM PRODUCT PROMOTIONS

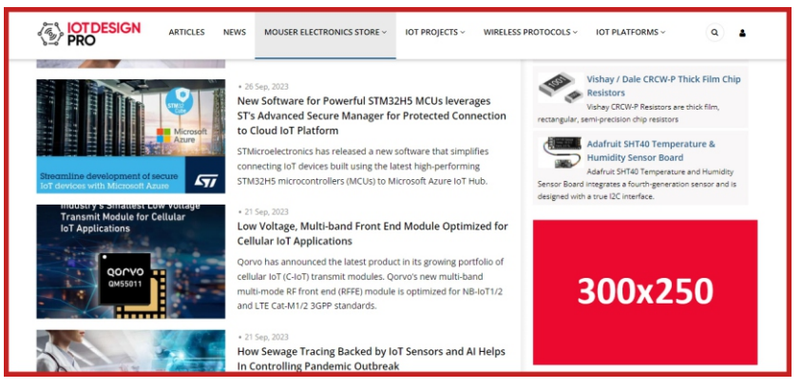
Position : Right Sidebar Top
Total Products : 8
Req. Materials : 8 x (Image, Title, Description & Link)
Section : ROS
Impressions : 100K
Rate : $1000/month



AD FORMATS

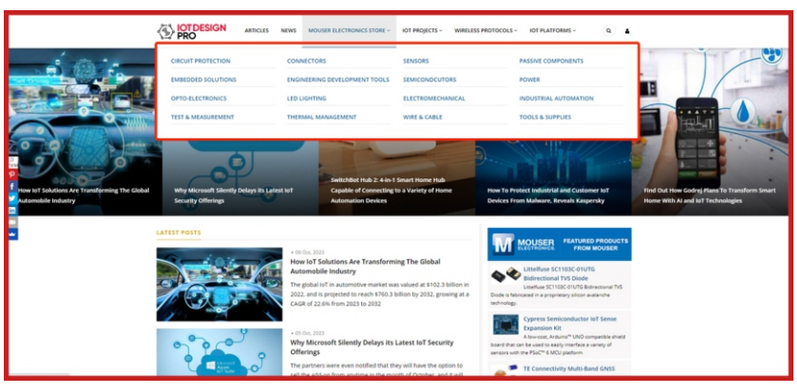
BOOMBOX BANNER

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

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