

INTRODUCTION

ChannelTimes.com is India's technology news daily that provides news for the IT Channel i.e. traders and resellers of IT products, solutions and services.

PUBLISHING MISSION

To provide a platform for manufacturers of IT hardware & software products, and developers of IT solutions, to communicate and interact with traders and resellers of IT products, solutions and services.

EDITORIAL MISSION

ChannelTimes.com's basic values are: To,

- **Inform** traders and resellers on when, where and how to source and sell IT products, solutions and services.
- **Help** grow their businesses by pointing out opportunities and upheavals in the IT business.
- **Create a forum** where traders and resellers can share and absorb experience of peers effectively.

EDITORIAL DIFFERENTIATION

ChannelTimes.com is always the First to cover developments in the Indian IT channel. Its reporters scout the markets in Mumbai, New Delhi, Bangalore and Chennai and make available reliable information on prices, shortages and glut of products, as well as price directions and new business partnerships.

SUBSCRIBER PROFILE

Total validated e-mail recipients: **60,876**

COMPANY SEGMENTATION BY PRODUCTS SOLD

- 46.6 %** sell Hard Disks
- 42.2 %** sell Memories
- 41.7 %** sell Optical Disk Drives
- 41.2 %** sell Motherboards
- 41.1 %** sell UPSs
- 40.6 %** sell Network Hardware
- 40 %** sell Software Products
- 39.5 %** sell Printers
- 39.8 %** sell Keyboards
- 38.9 %** sell Scanners
- 35.9 %** sell Monitors
- 31.8 %** sell Speakers
- 21.3 %** sell Maintenance Services
- 3 %** sell Notebooks
- 1.9 %** sell Consumables

SUBSCRIBER BREAK-UP BY JOB PROFILE

- 64%** are Executive Management (MD, CEO, President, Proprietor)
- 22%** are Corporate Management (Vice-President, GM)
- 10%** are Senior Management & Middle Management
- 4%** are Junior and Entry-Level Staff

SUBSCRIBER BREAK-UP BY CITY

Subscribers in Top 10 cities: **35,308**

- 25 %** Mumbai
- 17 %** New Delhi and NCR
- 11 %** Bangalore
- 9 %** Pune
- 9 %** Chennai
- 8 %** Ahmedabad
- 8 %** Kolkata
- 6 %** Hyderabad
- 4 %** Kochi
- 3 %** Jaipur

Total Subscribers from other cities: **25,568**

EDITORIAL

CURRENT NEWS SECTIONS

People-Business: Mergers, Issues, Distribution tie-ups/plans, Vendor/distributor Alliances, Appointments, vendor/distributor road maps, new partners, channel grievances, marketing strategies, company plans for the channel business etc.

International: International developments and product launches that impact the Indian IT channel. News about companies seeking alliances or presence in India, or are looking to appoint distributors in India

Schemes-Promos: Buyback offers, points-based schemes, promotions, price reductions

Hot Launch: Features new products/launches about latest introduction in the market.

News is also categorized in product-based sections as follows:

- Motherboards
- CPU-Memory
- Monitors-Printers
- PC-Servers
- Cabinets
- Storage
- Networking
- Input Devices
- Portables
- Power Supplies
- Software
- Multimedia

ADVERTISING

SITE STATISTICS

UNIQUE MONTHLY VISITORS: **105, 671**

DAILY NEWSLETTER STATISTICS

Total Daily Circulation: **60, 876**

Frequency: Daily

Open Rate as per international standards is in the range of **4%**

WEBSITE ADVERTISING RATES

Option	Cost per month
Mega Banner	Rs. 1,35,000
Skyscraper	Rs. 1,80,000
Island	Rs. 1,20,000
Panel	Rs. 85, 000

NEWSLETTER ADVERTISING RATES

ChannelTimes.com receives 2,435 click-throughs a day from its daily newsletter at an open rate in the range of 4%.

ChannelTimes Newswire

Option	Net Rate per month
Leaderboard	Rs. 3,00,000
Mid Banner	Rs. 90,000
Full Sky	Rs. 3,00,000
Half Sky	Rs. 2,50,000
Ear panel	Rs. 1,00,000
Panel	Rs. 90,000

ChannelTimes Business Edition Newswire

Option	Net Rate per month
Leaderboard	Rs. 2,40,000
Mid Banner	Rs. 72,000
Full Sky	Rs. 2,40,000
Half Sky	Rs. 2,00,000
Ear panel	Rs. 80,000
Panel	Rs. 72,000

EDMs

Cost per shot / person	
EDM Shot	Re. 3

Special Targeting: Every filter will be charged at a 100% premium.

Special options: Options like **Smart Zones, Customised Microsites** etc are available on request.

C. K. PRAHALAD'S PRAISE FOR CHANNELTIMES.COM



ChannelTimes.com has been commended for its *Innovative Use of Internet* by management guru C. K. Prahalad (ckp@umich.edu) Harvey C. Fruehauf Professor of Business Administration & Professor of Corporate Strategy and International Business, University of Michigan Business School, and noted co-author (along with Gary Hamel) of the book *Competing for the Future*.

Professor Prahalad presented at two forums in India—Ad Asia 2003 and TiECON 2003—where he highlighted the **Spotlight** feature of ChannelTimes.com as a highly innovative service provided by an e-newspaper.

Spotlight, a once-a-week service of ChannelTimes.com, allows direct interactive online conversations between the manufacturer and traders and resellers.

Sponsorship of Spotlight sessions is available. Write in to sales@itnationindia.com with subject line **Spotlight Sponsorship**.

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