

INTRODUCTION

CXOToday.com is an online Newspaper that provides business and technology implementation news for those who think-up, invest in and manage information technology infrastructure of organizations.

PUBLISHING MISSION

To provide platform for manufacturers of IT hardware & software products and developers of IT solutions, to communicate and interact with those who determine purchase of IT products for organizations.

EDITORIAL MISSION

To deliver news — in time and accurately—and influence Corporate India's technology strategies and investments.

EDITORIAL DIFFERENTIATION

News on technology solutions and implementation in India, with views from CTO/CIOs and IT staff in large and medium enterprises. Stories cover infrastructure implementation and new technologies introduced.

CXOToday.com's basic values are: To,

- **Guide** corporate decision makers on new products and technologies that become available or obsolete.
- **Help protect** infrastructure from threats like virus attacks, hacking and downtimes.
- **Help improve** return on technology (RoI) investments by writing about new tools, applications that facilitate re-design of software and hardware infrastructure.
- **Create a forum** where CTO/CIOs can share and absorb views and experience of their peers quickly and effectively.

SUBSCRIBER PROFILE

Total validated e-mail recipients: **29,430**

UNIQUE ORGANIZATIONS BY NETWORK NODES

Total No. Of organizations: **13,800**
Small Business (10-49 nodes): **50.3%**
Medium Enterprise (50-499 nodes): **31.5%**
Large Enterprise (500+ nodes): **18.2%**

SUBSCRIBER BREAK-UP BY INDUSTRY

18% Banking & Finance
9% Computer Hardware
11% Computer Software
4% Education & Research
8% Engineering and Construction
14% Manufacturing & Distribution
7% Entertainment & Media
6% Hospitality (Hotels/Airlines)
13% Telecom
5% Government
5% ITES and BPO

SUBSCRIBER BREAK-UP BY JOB PROFILE

20% CTOs/CIOs/VP-IT/GM-IT
28% IT managers/EDP managers/Department Head
27% System Administrators/Network Staff/Hardware Engineers
5.4% Management/Tech Consultants
9.5% Programmers/Developers/Software Staff
0.9% CFO/Finance Head
9.1% CEO/MD/Proprietor

CURRENT NEWS SECTIONS

Business: Covers financial, human resource and business alliance news, mergers and acquisitions, government laws and regulations affecting IT companies. Also news about bagging contracts, installation of solutions and hiring of solution providers.

Hardware: Covers new hardware product launches, from processors, PCs and servers, to network hardware, and telecommunications equipment.

Software: Covers new software product launches from OS to network monitoring software.

Technology: Covers news about bubbling technologies currently under research or in beta that have the potential of significantly altering infrastructure of enterprises—news of R&D, developments of and in MNC development centers in India.

Security: Covers outcomes or implications of current and imminent security threats, covering issues such as viruses, hacking, privacy and OS exploits.

People: Change in senior management staff and vision and philosophies of new management and business leaders, visiting technologists and managers.

ADVERTISING

SITE STATISTICS

UNIQUE MONTHLY VISITORS: **66,537**

DAILY NEWSLETTER STATISTICS

Total Daily Circulation: **29,430**
Open Rate as per international standards is in the range of **4%**

WEBSITE ADVERTISING RATES

Option	Cost per month
Leaderboard	Rs. 235,000
Skyscraper	Rs. 200,000
Island	Rs. 150,000
Ear Panel	Rs. 120,000
Column Panel	Rs. 90,000

NEWSLETTER ADVERTISING RATES

CXOToday.com receives 1,177 click-throughs a day from the daily newsletter, at an open rate in the range of 4 %

Option	Cost per month
Leaderboard	Rs. 180,000
Mid Banner	Rs. 90000
Full Sky	Rs. 180000
Half Sky	Rs. 120,000
Ear panel	Rs. 120,000
Panel	Rs. 90,000

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.

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