

SME CHANNELS

Trusted Advisor of Channel Business

**WEB SITE
MEDIA KIT
2019**

ABOUT

SMECHANNELS

Trusted Advisor of Channel Business

SMEChannels is a leading IT Channel magazine, which represents the voice of more than 32,000 partners in India. The focus is to work towards the growth of the entire channel ecosystem. Therefore, the magazine covers all the topics that are relevant to the partner ecosystem. Broadly we cover technologies that go as solutions and services. Therefore, the topics we cover include cloud computing, big data & analytics, security, surveillance, mobility, enterprise applications, data center, 3D printing, robotics, machine learning, IOT, etc.



WHY TO SUBSCRIBE?

SMEChannels news service reaches to 60,000 subscribers every day except Sundays and Saturdays.

Since it carries latest news with a better interpretation, therefore the open rate is much higher than the competition. It carries news, views and articles about the IT industry in a very concise and reader-friendly language.

WHY THEY READ?

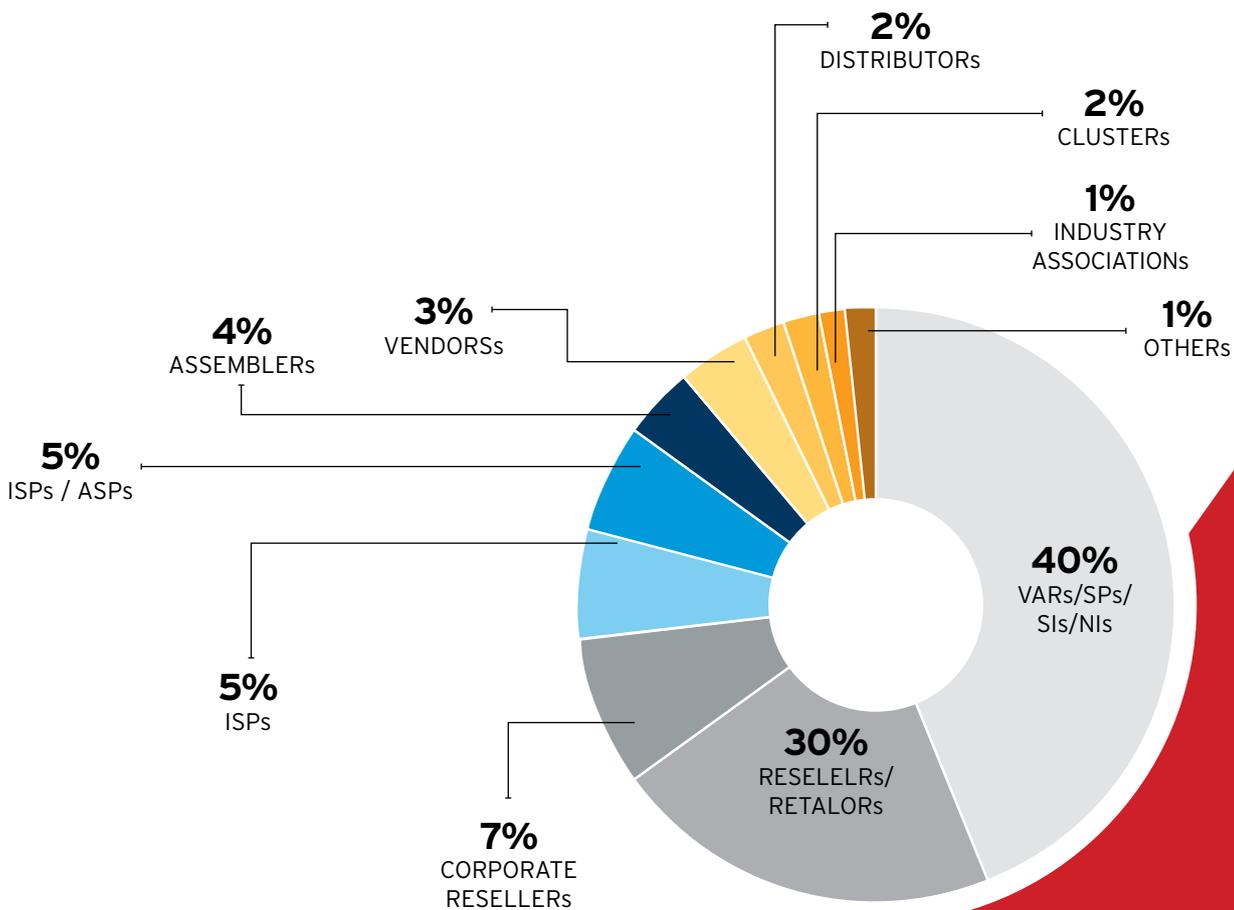
- To get new products and solutions arrivals, which they need to know always
- To get information on market trends, which they need to follow
- To get information about policies, which they need to adopt
- To follow the competition to stay competitive in the market place
- To know about market opportunity to expand
- To advertise about the competency and solutions to be noticed by the partners and vendors vice versa

Besides, we also talk about profitability of the partners, financial health of the partners, budget, compliances, redressals, projects, vertical market opportunities, technology opportunities, financial irregularities, government, policies, economic offences, etc.

We talk about how the partners could grow from their existing business to adopt these technologies, therefore the certification and training become part of our discussion.

Besides, we also do a lot of events including felicitation of the partners and vendors for their performances. Along with this we also do product launches and brand launches in various regions. In various regions, we do partner events in order to make them aware about the new development at the government level and technology level so that they can adapt to those levels of technologies in order to make them future ready not only from the capability stand point but also from the financial stand point.

Truly speaking, published by Accent Info Media, SMEChannels stands at the helms of the information highway to empower and enrich the ecosystem by offering right and timely tools to grow.



65,000 READERS' PROFILE

85,000
SME CHANNELS
NEWSLETTER
SUBSCRIBERS

1.5 LAKH+
PEOPLE VISIT
SMECHANNELS.COM
EVERY MONTH

RATE CARD

WEB SITE



Top Banner
60,000



Right Box
35,000



Middle Leader Board
80,000



Bottom Leader Board
80,000

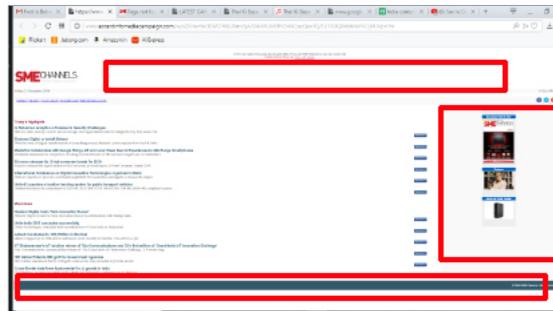


Vertical Skyscraper
25,000



DAILY NEWS LETTER

Half Banner-Top 60,000



Wide Skyscape
45,000



Leaderboard 45,000



WEB SITE

Location	Dimension (w x h in pixels)	Rate (Rs / Month)
Top Banner	728 x 90	60,000
Right Box	336 x 280	35,000
Middle Leader Board	680 x 90	80,000
Bottom Leader Board	680 x 90	80,000
Vertical Skyscraper	160 x 600	25,000

DAILY NEWS LETTER

Location	Dimension (w x h in pixels)	Rate (Rs / Month)
Half Banner-Top	234 x 60	60,000
Wide Skyscape	160 x 600	45,000
Leaderboard	728 x 90	45,000

EDM

	Dimension (w x h in pixels)	Rate (Rs)
Per Shot	21 x 30	40,000

DIGITAL MARKETING

Location	Rate (Rs / Month)
Social media marketing	Rs.50,000 / month
Search engine optimization	Rs.10,000 / month
Video content creation and optimization	price Rs.50,000 each video
Blogging	Rs.10,000
Google Adwords	Rs.10,000
Keyword optimization	Rs.10,000
Edm 20,000 CXOs	Rs.60,000

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