



MEDIA

KT 2022

ABOUT

SMECHANNELS

Trusted Advisor of Channel Business



WHY TO SUBSCRIBE?

SMEChannels news service reaches to 35,000 subscribed 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

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.

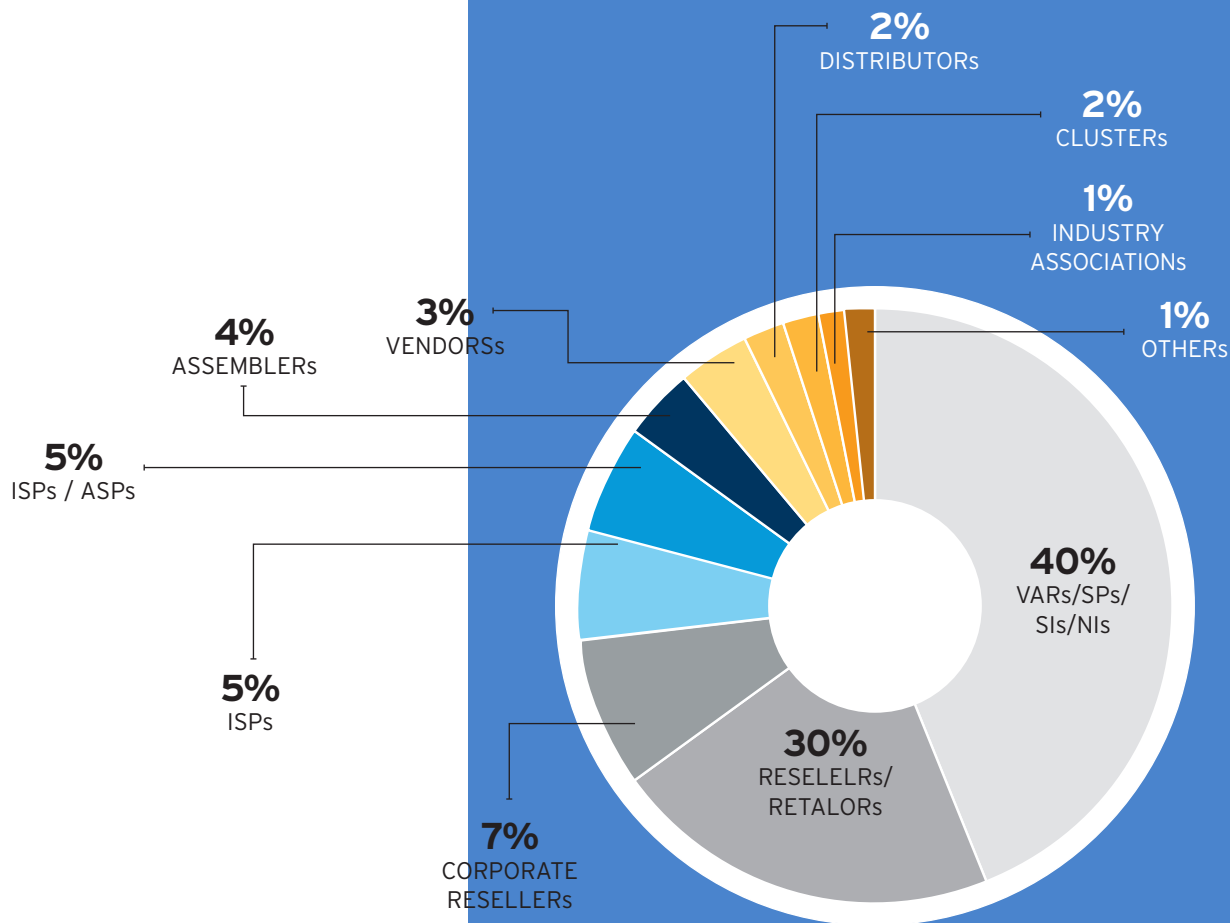
Besides, we also talk about profitability of the partners, financial health of the partners, budget, compliances, redressals, projects, vertical market opportunities, technology opportunities, financial irregularities, government, policies, economic offences, etc.

We talk about how the partners could grow from their existing business to adopt these technologies, therefore the cortication 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.

READERS' PROFILE



35,000

35,000

SME CHANNELS
NEWSLETTER
SUBSCRIBERS

1.5 LAKH+

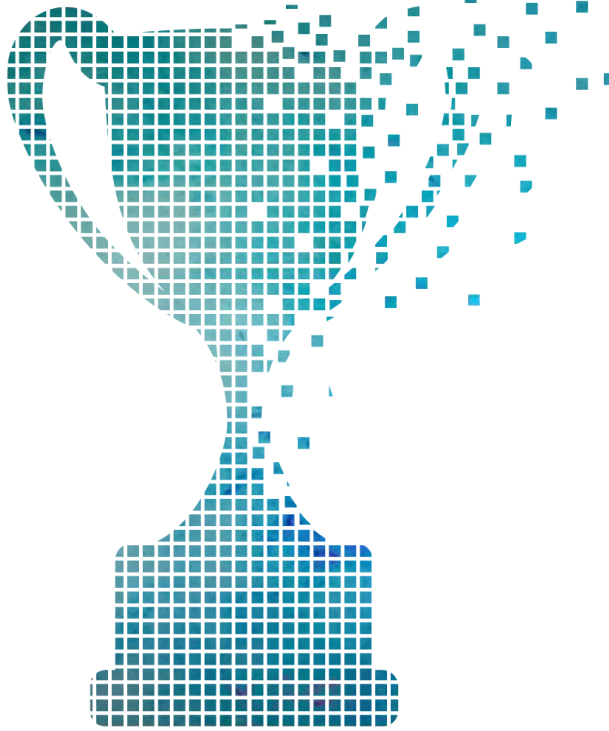
PEOPLE VISIT
SMECHANNELS.COM
EVERY MONTH

PRINT EDIT CALENDAR 2022

	COVER STORY	FEATURE STORY	SPECIAL STORY HALF PAGE EACH	GUEST TALK 2 PAGES	PRODUCT REVIEW 2 PAGES	CASE STUDY 2 PAGES
JANUARY	Fore Cast of Channel Leaders and CEOs of OEMs	Channel Business In 2021	4 Channels Partners Interview	Guest Talk	Product Review	Case Study
FEBRUARY	Cloud Computing	Managed Security Business For Partners	4 Channels Partners Interview	Guest Talk	Product Review	Case Study
MARCH	Cyber Security	Business Mail Messaging Market	4 Channels Partners Interview	Guest Talk	Product Review	Case Study
APRIL	Collaboration Tech	Storage Market Growth	4 Channels Partners Interview	Guest Talk	Product Review	Case Study
MAY	Printing & Imaging	Power Solutions and UPS	4 Channels Partners Interview	Guest Talk	Product Review	Case Study
JUNE	Storage	Mobility Market Growth	4 Channels Partners Interview	Guest Talk	Product Review	Case Study
JULY	Server	ERP And CRM Going On Cloud Way	4 Channels Partners Interview	Guest Talk	Product Review	Case Study
AUGUST	Computing & VDI	Group Video Solutions	4 Channels Partners Interview	Guest Talk	Product Review	Case Study
SEPTEMBER	Big Data & Analytics	Opportunity Of 5G	4 Channels Partners Interview	Guest Talk	Product Review	Case Study
OCTOBER	Artificial Intelligence	IOT Market Opportunity	4 Channels Partners Interview	Guest Talk	Product Review	Case Study
NOVEMBER	VR/AR	Projectors and Scanner Market	4 Channels Partners Interview	Guest Talk	Product Review	Case Study
DECEMBER	Review of Annual Tech landscape	Future Technologies for 2019	4 Channels Partners Interview	Guest Talk	Product Review	Case Study

EVENTS

CALENDAR 2022



**SUPER 100
PARTNERS**

**BEST
PERFORMING
BRANDS**

**BEST 10 SME
ENTREPRENEURS**

**CUSTOMIZED
EVENTS**

SNIPPET OF SME CHANNELS CONCLAVE AND AWARDS 2019, GOA



DIGITAL MARKETING OPPORTUNITY



NEWSLETTER

Sent to around
35,000+
subscribers including


VIDEO

Cover the vendors and CIOs



SOCIAL MEDIA MARKETING

Strong presence in

-  Facebook
-  LinkedIn
-  Twitter etc.

and is growing

EDM As and when required

RATE CARD

PRINT

FULL PAGE	HALF PAGE HORIZONTAL	HALF PAGE VERTICAL	DOUBLE SPREAD	HALF PAGE DOUBLE SPREAD
90,000	50,000	50,000	2,50,000	1,00,000
INSIDE FRONT COVER	INSIDE BACK COVER	BACK COVER	FALSE COVER (MINIMUM 2 PAGES)	
1,20,000	1,10,000	1,50,000	3,00,000	

Material Specifications Advertisement Dimensions (H x W in centimetres)

Spacification	Non-Bleed	Bleed Size
Double Spread	28h x 40 w	31h x 43 w
Full Page	28h x 19 w	31h x 22 w
Half Page Horizontal	12h x 19w	
Half Page Vertical	28h x 9 w	
Front Page	22.9h x 21 w	23.3h x 21.8 w
Back Page	28.45h x 21 w	28.85h x 21.8 w

File Format : PDF or TIFF
Colour Mode : CMYK
Resolution : 300 DPI
All advertisements must include a
Colour Proof Electronic files
may be supplied on DVD / FTP
or through email

NEWSLETTER

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

WEBSITE

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

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

CONTACT

EDITORIAL

Sanjay Mohapatra
Email: sanjay@accentinfomedia.com

MARKETING

Megha Kanojia
India Office Phone: 9818928164
Email: megha@accentinfomedia.com

EVENTS

Vaishali Shukla
India Office Phone: 011 41617670 / +919811015322
Email: vaishali@accentinfomedia.com