

INTRODUCTION

Techtree.com is India's technology news daily that provides localized news, reviews and editorial features for Consumers of digital products, technologies and services.

PUBLISHING MISSION

To provide platform for manufacturers of IT hardware & software products, and developers of IT solutions, to communicate and interact with home users, small office owners and consumers of IT products and services.

EDITORIAL MISSION

Techtree.com's basic values are: To,

- **Guide** new and current owners of personal technology products and technologies that become available
- **Help users** protect and maintain their PCs and networks from threats like virus attacks, hacking, and downtimes
- **Educate** users to use their products in an effective manner
- **Create a forum** where users can share and absorb experience of other users effectively

EDITORIAL DIFFERENTIATION

Techtree.com is always the First to cover new exciting digital products and services launched in Indian markets. Techtree.com reporters scout the markets in Mumbai, New Delhi, Bangalore and Chennai, and make available reliable information on prices and unique features of products and services.

The backbone of the site is **Techtree Test Labs**, run by competent engineers and enthusiasts who review products, using the latest measurement processes and systems, and guide consumers on what, why and where to buy digital products and services.

SUBSCRIBER PROFILE

Total validated e-mail recipients: **120,000**

SUBSCRIBER BREAK-UP BY GENDER

91 % Male

9 % Female

SUBSCRIBER BREAK-UP BY OCCUPATION

35.3 % are Salaried (24.6% Senior Management+10.7% Middle and Junior Management)

45 % are Students

18.7 % are Small Office Owners

0.95 % are Unemployed

Salaried/Business Subscriber Break-up by Industry

3.8 % Banking /Finance

18.5 % Computer (Hardware)

15.9 % Computer (Software)

5.1 % Education / Research

5.2 % Engineering / Construction /Real Estate

12.8 % Manufacturing / distribution

9.1 % Business Supplies & Services

5.3 % Entertainment / Media

2 % Hospitality (Travel / Accommodation)

0.8 % Consumer Retail /wholesale

3.6 % Photography / production

1.5 % Non-profit / membership organizations

4.3 % Government

10.5 % Legal services

1.6 % Others

Salaried/Business Subscriber Break-up by Income

- 12 %** between 60,000–1,20,000
- 24 %** between 1,20,000–3,60,000
- 36 %** between 3,60,000–7,20,000
- 28 %** above 7,20,000

SUBSCRIBER BREAK-UP BY PRODUCTS OWNED

- 88 %** own Cellular Phone
- 100 %** own Television and Telephone
- 14.7 %** own Digital Camera
- 20.4 %** own AV/MP3 Player
- 10.7 %** own Notebook
- 60.1 %** own PC

EDITORIAL

NEWS SECTIONS

News: Covers latest happenings in the personal technology space, like product launches, price updates, new technological developments. Updated daily with more than five stories a day.

News subsections include:

- Gadgets – Cellphones, Digicams, Camcorders
- Gaming – Games, Peripherals, Competitions
- Hardware – PC Hardware
- Software – PC Software
- Telecom – Telecom services
- Networking – Home Networking
- Internet – Internet services and WWW
- Security & Privacy –Viruses, Security leaks & patches
- General – General Personal Technology
- Regional – Region-specific News on events around the country.

REVIEWS & FEATURES SECTIONS

Reviews: Products reviewed and rated by Techtree Test Labs, involves stringent series of benchmarks and strict rating parameters to ensure results are authentic, fair and trustworthy. Updates once a day.

Reviews subsections include:

- Basics – The building blocks of computing.
- Video – From Graphics accelerators to TV Capture cards.
- Audio – Sound cards, speakers and audio gear like MP3 players.
- Printing & Imaging – Printers, Scanners, MFDs, digicams etc.
- Storage – Hard drives, CD/DVD Writers, portable storage etc.
- Gaming – Games, Gaming peripherals, cheat codes, guides etc.
- Systems – Full Desktop PC systems, Laptops etc.
- Software – Software reviews from various categories.

- Mobile – Mobile Phones, Smart phones, PDAs etc.

Downloads: Software downloads that are easy-to-use, usually free and small in size. Also anti-virus updates and security fixes to keep PCs updated and virus-free.

Downloads subsections include:

- Productivity Tools – Improve office productivity
- System Tools – Tweak, tune and test your PC
- Internet Tools – Surf, download faster, block pop-ups and spyware etc.
- Multimedia Tools – Play music, edit audio files, watch movies etc.
- Games – Small, fun-to-play games
- Security & Privacy Tools – Virus removal tools, security fixes etc.
- Plug-ins & Add-ons – Plug-ins, Skins and snippets
- Developer Tools – Web creation tools and simple programs etc.

Special: Daily and weekly Editorial Features that are informative and easy-to-read. 'Techtrivia' and 'Word of the Day' educate and entertain; 'Hardware and Software Workshops' and 'How-tos' teach how to do complex tasks quickly and simply. 'Editor Talks' is a column by the Editor

It contains the following sections:

- Editor Talks – Weekly Technology Column
- Hardware Workshop – Help on configuring hardware devices etc.
- Software Workshops – Help on learning simple software functions
- Top-lists – Technology trends analysis
- Guest Columnist – Guest columns from technology users
- Futurewatch – Gadgets of the future
- Word Of The Day – One word to remember, daily
- TechTrivia – One cool technology fact to remember, daily

HELP & INTERACTIVE SECTIONS

Guides: PC Building section helps choose the best configuration. Also provides hardware deals available in the market. Also guides users on how to buy PC peripherals, Mobile phones, Digicams, Camcorders etc.

Guides subsections include:

- Cheapest PC Money can Buy
- Monthly Value PC Guide – Building a PC under Rs 25,000
- Monthly Midrange PC Guide – Building a PC under Rs 35,000
- Monthly Performance Gaming PC Guide – Building a PC under Rest. 50,000
- The Best PC Money Can Buy – Selection of best PC components anywhere
- Weekly Price Guides – Weekly price updates on components
- Comparisons & Shootouts

Ask Techtree: India's largest free Personal Technology helpdesk. Now includes a database of more than 5,000 technology questions and answers. An open helpdesk to which anybody with access to Internet can post a technology question and get a response within 48 hours

Forums: A growing community of Indian Technology users, which offers ability to interact with like-minded people across India

ADVERTISING

SITE STATISTICS

MONTHLY AVERAGE PAGE VIEWS

Total No. of Page Views	12,00,000
Page Views from Newsletter/Alliance Newsletters	3,60,000
Direct to Site Page Views	8,40,000
No. of Unique Sessions	2,40,000

DAILY NEWSLETTER STATISTICS

TOTAL DAILY CIRCULATION: **120,000**

Frequency	Daily
Open Rate	28 %

WEB SITE ADVERTISING RATES

Option	COST PER THOUSAND IMPRESSIONS		
	50,000-300,000	300,001-600,000	Over 600,000
Leaderboard	900	720	540
Skyscraper	750	600	450
Island	500	400	300
Ear Panel	375	300	225
Column Panel	250	200	150

Minimum Booking : 50,000 Impressions

DAILY NEWSLETTER ADVERTISING RATES

Daily Newsletter Open Rate is 28%

The rates below are **PER DAY** rates

Option	Net Rate Per DAY (Rs)
Leaderboard	30,240
Skyscraper	25,200
Ear Panel	12,600
Column Panel	10,080
Logo Button	3,360

List Rental Rates

List rentals: Rs 3,000 CPM

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