Enterprise

ENTERPRISE SOLUTIONS
ADVISORY FOR CXOs

IT WORLD

MEDIA KIT
2017

ABOUT

Enterprise
ENTERPRISE SOLUTIONS
ADVISORY FOR CXOs
IT WORLD

Enterprise IT World is a publication of Accent Info Media, which is a leading tech media house in India and MEA. The objective of the company is to support the industry from empowerment perspective by imparting right knowledge.

The publication house address the industry from end to end perspective. When SME Channels addresses the channel market, Enterprise IT World addresses the customers by bringing in right content from technology, strategies, and practices.

Therefore Enterprise IT World focusses on technologies and solutions or even services which could influence the growth of the enterprises and feature in the agenda of consideration by CXOs. The technologies and the solutions that Enterprise IT World emphasizes including Virtualization, Cloud Computing, Data Centre, Enterprise Security, Surveillance, Enterprise Communications, Mobility, Office Automation, Social Media, IOT, Big Data, BI & Analytics etc.

The vertical markets that Enterprise IT World focuses include Govt., PSUs, BFSIs, Health Care, Hospitality, Real Estate, Education, Retail, Media, etc.

The magazine emphasizes on bringing in more and more successful case studies in similarly vertical markets and best practices adopted in various geographies.

Besides, we cover interviews of the leaders in the industry do analytical stories on different vertical industries and on technologies.

Not only does this magazine brings print publication but also brings focussed events for the CXOs in order to make the talk to each other and understand from each other's' experience.

The regular events we do including round tables, technology events and CXO golf tournament, which span across geographies including APAC and MEA.

Besides print and events, the publication carries a strong website www.enterpriseitworld.com which gets refreshed every day with new news and analysis. The daily news letter enterprise IT world news services hits the mail box of 10, 000 CXOs every day with fresh news.
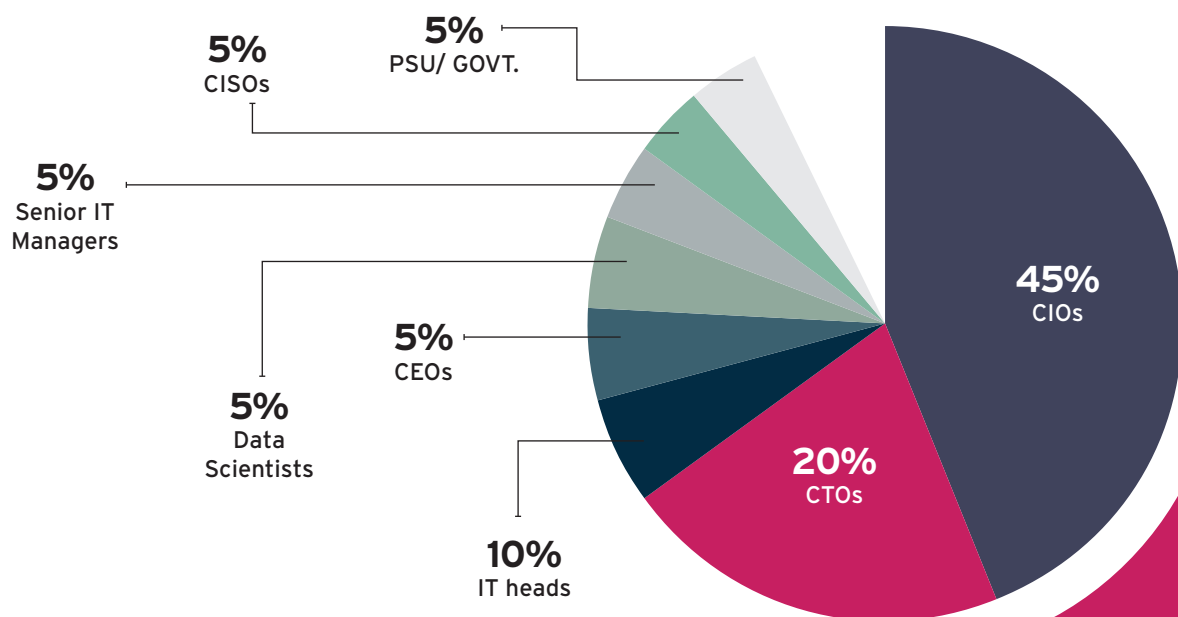
WHY TO SUBSCRIBE?

Enterprise IT World is a completely customer centric magazine giving updates about how to mitigate challenges from the ICT perspective. Since the media covers a wide spectrum of technologies, it becomes easy for the CXOs pick and choose from the gamut of technologies. The people behind the publication are experienced with 15 years plus experience in dealing with the CXOs therefore the content of the media is quite precise and to the point.

WHY THEY READ?

Since the media/magazine addresses the entire breadth of decision makers within the organization, it is therefore appeals the CIOs, CTOs, IT heads, CEOs, Data Scientists, Senior IT Managers, CISOs. PSU/ GOVT.

45% CIOs

20% CTOs

10% IT heads

5% PSU/ GOVT.

5% CISOs

5% Senior IT Managers

5% CEOs

5% Data Scientists

10,000 READERS' PROFILE

35,000 ENTERPRISE IT WORLD NEWSLETTER SUBSCRIBERS

1 LAKH + PEOPLE VISIT ENTERPRISEITWORLD. COM EVERY MONTH

PRINT
CALENDER 2017

JANUARY
500 CIO SPEICAL (FOCUS ON THIRD PLATFORM ADOPTION)

FEBRUARY
BFSI MARKET AND EMERGENCE OF ALTERNATIVE PAYMENT GATEWAYS

MARCH
CHANGEAGENTS100 VOL. 1 - CIO SPECIAL + IT IN HEALTHCARE TELEMEDICINE

APRIL
CHANGEAGENTS100 VOL. 1 - CIO SPECIAL + SMART CITIES - WHERE ARE WE?

MAY
ENTERPRISE SECURITY +
CHANGEAGENTS100 VOL. 1 - CIO SPECIAL

JUNE
ADOPTION OF SDN MARKET + GROWTH IN HOSPITALITY BUSINEE

JULY
CIO 100 EVENT COVERAGE

AUGUST
ADOPTION OF OPEN SOURCE

SEPTEMBER
2017 VERSION OF DIGITIZATION + GROWTH IN RETAIL BUSINESS

OCTOBER
GROWTH AND OPPORUTNTIY IN ENTERPRISE IOT

NOVEMBER
GROWTH AND OPPORTUNITY IN ENTERPRISE SECURITY + CHALLENGES IN EDUCATION AND COVERAGE

DECEMBER
TECHNOLOGY PREDICTION

LAST DATE OF SENDING FEEDBACK
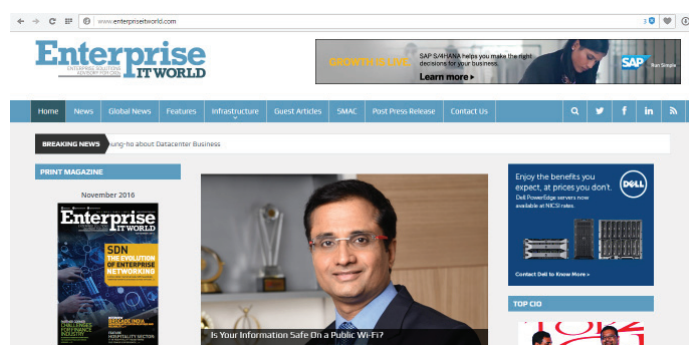**18TH OF EVERY MONTH**

CIO 100 SPECIAL

Enterprise IT WORLD
ENTERPRISE SOLUTIONS ADVISORY FOR CIOs

CHANGE AGENTS 100

THE TRANSFORMATION CATALYST OF ENTERPRISES

DIGITAL
MARKETING

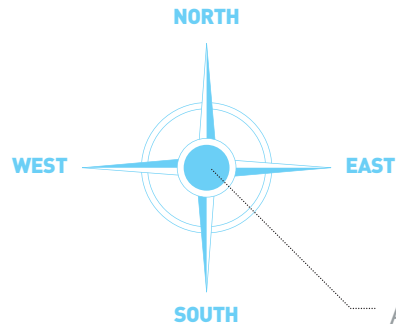Enteriseitworld.com is growing in terms of Alexa ranking day by day

EVENTS
CALENDER 2017

CONNECTING CUSTOMERS
MODERNIZING INFRASTRUCTURE TO ENABLE BUSINESS

SME CHANNELS 5 CITY REGIONAL CHANNEL EVENT IN 2017

MAY **CHANDIGARH**

NORTH

JUNE **PUNE**

WEST

EAST

APRIL **KOLKATA**

SOUTH

AUGUST **INDORE**

JULY **CHENNAI**

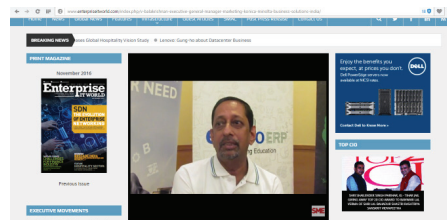## ANNUAL AWARDS TO FELICITATE 100 CIOs PAN INDIA

MAY 2017

NEWSLETTER
Sent to around

30,000+
subscribers including

10,000
cities every day

VIDEO
Cover the vendors and CIOs
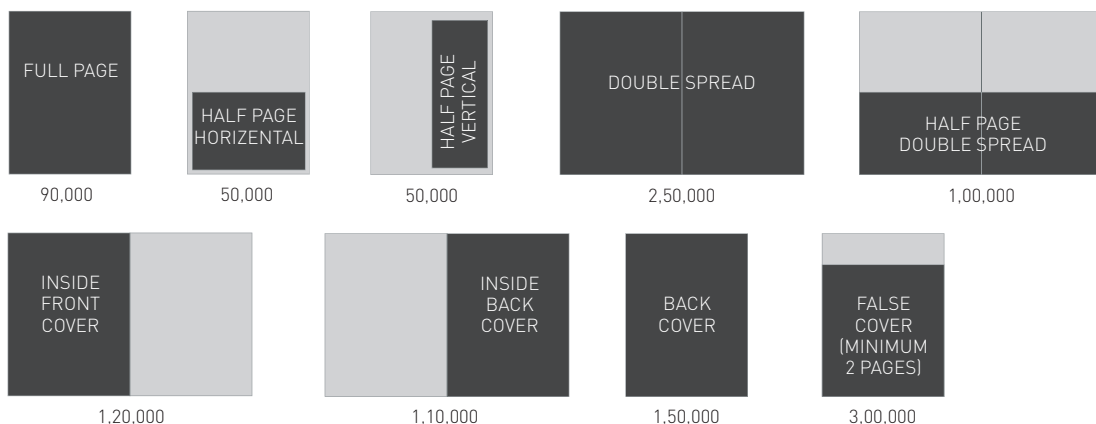
SOCIAL MEDIA MARKETING
Strong presence in

f enterpriseitworld

in Enterprise IT World

y entitworld

and is growing

EDM As and when required

RATE CARD

FULL PAGE	HALF PAGE HORIZENTAL	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	

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 Skyscrape	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
EDM	800 x 600	45,000/shoot

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