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Palarivattam, Cochin-682 025.
Tel: 5054370/80/90

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1078-A Mettupalayam Road, 2nd Floor,
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Tel Nos.:(011) 553 032-80/55303282, Fax: 23327884

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Mumbai-Pune Road, Wakdewadi, Pune - 411 003.
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at the heart of technology

MEDIA KIT

CHIP is an international technology magazine published in India by Infomedia India Ltd. in partnership with German publishing conglomerate, Vogel Burda. Intelligent Computing CHIP is a relaunch of CHIP in India. Infomedia India Ltd. also publishes India's popular business directory - Infomedia Yellow Pages and special interest magazines such as Overdrive, Better Photography, Auto Monitor, AV Max and B2B magazines like Search and Modern Medicare.

Editorial sections

NewsWire: This section is more than news—it contains news that a reader can use.

Cover Story: The nuances of computing & technology such as computer hardware,

network & system security, Internet applications are explored and presented.

Hardware: Hardware products such as PCs, PC components, peripheral devices, etc reviewed using international testing & benchmarking procedures.

Applications: It includes standalone tests of individual software products, which helps in buying decisions.

Hands On: Step-by-step guides to use or troubleshoot computer software and hardware and tips & tricks to enhance PC usage.

Unwind: Fun aspects of technology presented—includes game reviews and light feature stories.

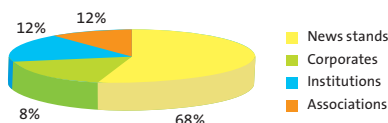
Cover Disc/s

Besides being a repository of tools, applications, games, shareware and freeware, our disks blend tightly with the magazine by extending the story telling into a multimedia format. It highlights special applications referred to in the magazine's various sections.

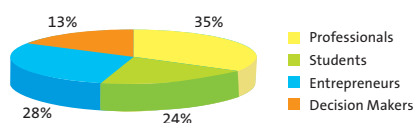
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Brings readers together on an online platform, where they can exchange ideas, suggestions, insights and observations on technology. This is accomplished through a set of carefully formulated sections that offer immense functionality, assistance and resources for our readers. Chip-india.com is not an online version of our magazine, it is a separate living entity for information exchange.

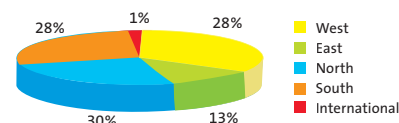
Circulation Break Up



Readership Profile

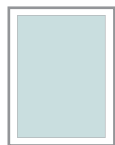


Circulation By Geography



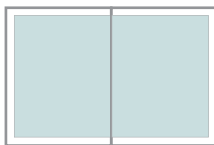
Total Circulation: 110000

DIMENSIONS



Full Page

Bleed: 21.1 cm x 28.1 cm
Non-bleed: 18 cm x 25 cm



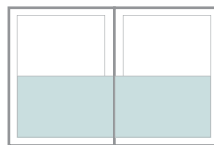
Double Spread

Bleed: 41.6 cm x 28.1 cm
Non-bleed: 38 cm x 25 cm



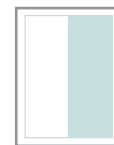
Half Page
(Horizontal)

18 cm x 11.5 cm



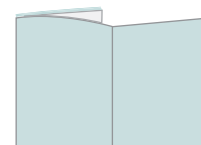
Half Page Double Spread

Bleed: 41.6 cm x 11.5 cm
Non-bleed: 38 cm x 11.5 cm



Half Page (Vertical)

8.75 cm x 23.5 cm



Gate Fold

Bleed: 40.3 cm x 28.1 cm
Non-bleed: 38 cm x 25 cm
Cutsizes: 39.7 cm x 27.5 cm

ONLINE ADVERTISEMENT RATES

| Ad Sizes | Creative size (size in pixels at 72dpi) | File size | Animation allowed (Flash & GIF) | Rate (INR) |
|-----------------|---|-----------|---------------------------------|------------|
| Full Banner | 468 x 60 | 12 KB | Yes | 20,000 |
| Leaderboard | 728 x 90 | 24 KB | Yes | 30,000 |
| Skyscraper | 120 x 600 | 24 KB | Yes | 25,000 |
| Vertical Banner | 120 x 240 | 15 KB | Yes | 20,000 |
| Button 1 | 120 x 90 | 4 KB | Yes | 15,000 |
| Button 2 | 120 x 60 | 3 KB | Yes | 10,000 |

CD ADVERTISEMENT RATES

| Ad Sizes | Creative Sizes (pixels) | File size | Animation allowed | Rates (INR) |
|------------------------------|-------------------------|-----------|-------------------|-------------|
| 120 Seconds Video | 400 X 300 | 20 MB | Gif, Flash | 50,000 |
| 90 Seconds Video | 400 X 300 | 20 MB | Gif, Flash | 40,000 |
| Banner on Disclaimer Screen | 150 X 150 | 100 KB | Gif, Flash | 30,000 |
| Banner on The Main Interface | 450 X 60 | 100 KB | Gif, Flash | 25,000 |
| Banner on Section Interface | 450 X 60 | 100 KB | Gif, Flash | 15,000 |

CLASSIFIED RATES

| Size | Size | Rate (INR) |
|--------------|------------------|------------|
| Full Page | 18 cm x 25 cm | 60,000 |
| Half Page | 18 cm x 11.5 cm | 35,000 |
| Quarter Page | 8.7 cm x 11.7 cm | 18,000 |

Material Details : Softcopy of the artwork should be in TIFF, PDF or EPS format, CMYK (black overprint) and 300 dpi. The color proof should be enclosed.

Material Deadline : 15 days prior to issue date

Cancellation : 15 days prior to issue date

Frequency : Monthly

Cutsizes : 20.5 cm x 27.5 cm (W x H)

ADVERTISEMENT RATES

| Size | Rate (INR) |
|------------------------------------|------------|
| Inside Cover | 2,00,000 |
| Back Cover | 2,50,000 |
| Full Page | 1,25,000 |
| Double Spread | 2,25,000 |
| Half Page Double spread | 1,50,000 |
| Gatefold | 3,75,000 |
| Half Page (Horizontal / Vertical) | 75,000 |