

**Want to reach over 13 lakh Indian professionals,
including 3 lakh decision makers-CEOs & CxOs?**



Targeted Campaigns From TRADEBRIEFS

Excellent Value For Money

Email Campaigns

Reasonable tariffs, high quality

Open rates of 10 - 12%

(CTR) Click rates of 1 to 5%

Always in Inbox, not in spam

You can include jpg/png images and hyperlinks in your content

Banner Ads

Can expect 3 lakh unique impressions

Banner will appear every day in daily newsletter

Can be changed every week as desired by the you

TRADEBRIEFS will assist in banner design and campaign management

Sponsored Articles

Publish sponsored articles about your business relevant to your target audience

Great way to create awareness about your products and services

Change or Rotate Articles weekly as per your desired plan

Articles appear in the newsletter(s) of your choice

Will appear daily in the newsletter chosen

Who Is Your Audience?

TRADEBRIEFS ADVERTISING SPREAD

Audience Breakup By Newsletters (Verticals)

| SINo | Newsletter | No. of Subscribers | | SINo | Newsletter | No. of Subscribers |
|------|--------------|--------------------|--|------|--------------|--------------------|
| 1 | Retail | 3,15,000 | | 8 | Finance | 61,000 |
| 2 | Main Page | 2,28,000 | | 9 | Construction | 56,000 |
| 3 | Software | 2,05,000 | | 10 | eCommerce | 51,000 |
| 4 | Digital | 1,17,000 | | 11 | HR | 38,000 |
| 5 | Food/FMCG | 1,05,000 | | 12 | Marketing | 21,000 |
| 6 | All Business | 1,02,000 | | 13 | Logistics | 17,000 |
| 7 | Telecom | 75,000 | | 14 | Franchise | Will be confirmed |

Category-wise Subscribers

| CATEGORY | No. of subscribers | Share | | CATEGORY | No. of subscribers | Share |
|---------------------------------|---------------------------|--------------|--|--|---------------------------|--------------|
| High Networth Individuals | 6,00,000 | 46 % | | HR Decision Makers | 1,00,000 | 8 % |
| Top Management | 5,50,000 | 42 % | | Real Estate Decision Makers | 1,00,000 | 8 % |
| SME Owners-Directors | 3,50,000 | 27 % | | Finance Decision Makers | 2,00,000 | 15 % |
| IT Decision Makers | 2,00,000 | 15% | | Others | 3,38,000 | 26 % |
| Retail Industry Decision Makers | 2,50,000 | 19 % | | <i>The total exceeds 13 lakhs as many will appear in multiple categories</i> | | |

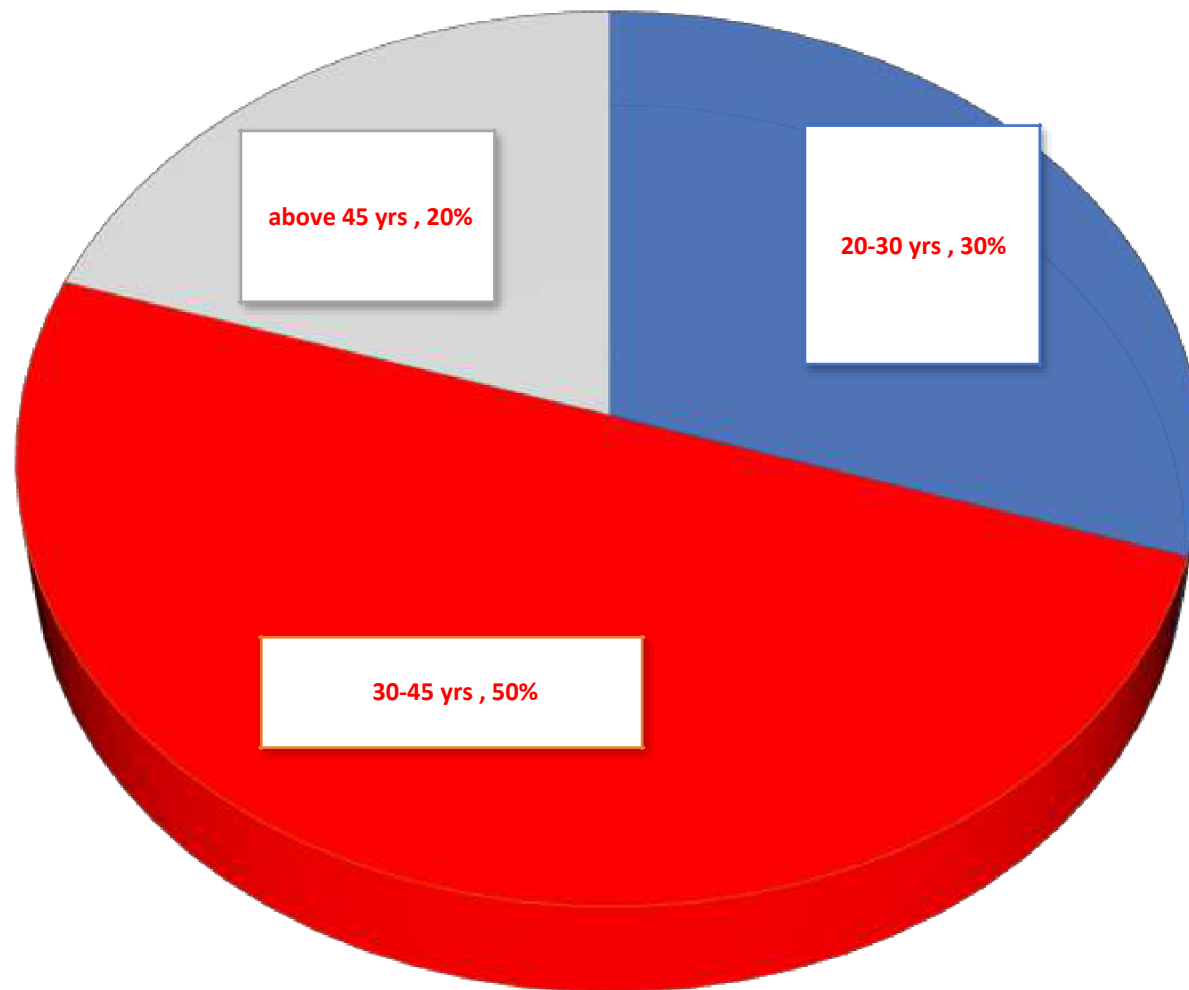
City-wise Subscribers

| CITY | No. of subscribers | Share | | CITY | No. of subscribers | Share |
|-------------|---------------------------|--------------|--|-------------|---------------------------|--------------|
| Delhi/NCR | 2,60,000 | 20 % | | Hyderabad | 78,000 | 6 % |
| Mumbai | 1,95,000 | 15 % | | Ahmedabad | 65,000 | 5 % |
| Bangalore | 1,30,000 | 10 % | | Kolkata | 52,000 | 4 % |
| Pune | 91,000 | 7 % | | Others | 3,38,000 | 26 % |
| Chennai | 91,000 | 7 % | | | | |

Audience By level In Hierarchy

| Level | No. of subscribers |
|---|---------------------------|
| Senior Management (Chairman,MD,CXO,President,VP..) | 4,67,000 |
| Middle Management (Asst Manager to GM level) | 4,95,000 |
| Junior Managers | 4,29,000 |
| Total | 13,91,000 |

AGE RANGE OF SUBSCRIBERS

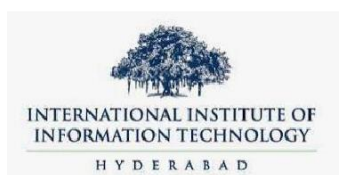


Some of Our Advertisers





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