

**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

Low rates, high quality

Open rates of 10 - 12%

(CTR) Click rates of 2 - 5%

Always in Inbox, not in spam

Choice of 14 daily newsletters (14 verticals)

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> | | |

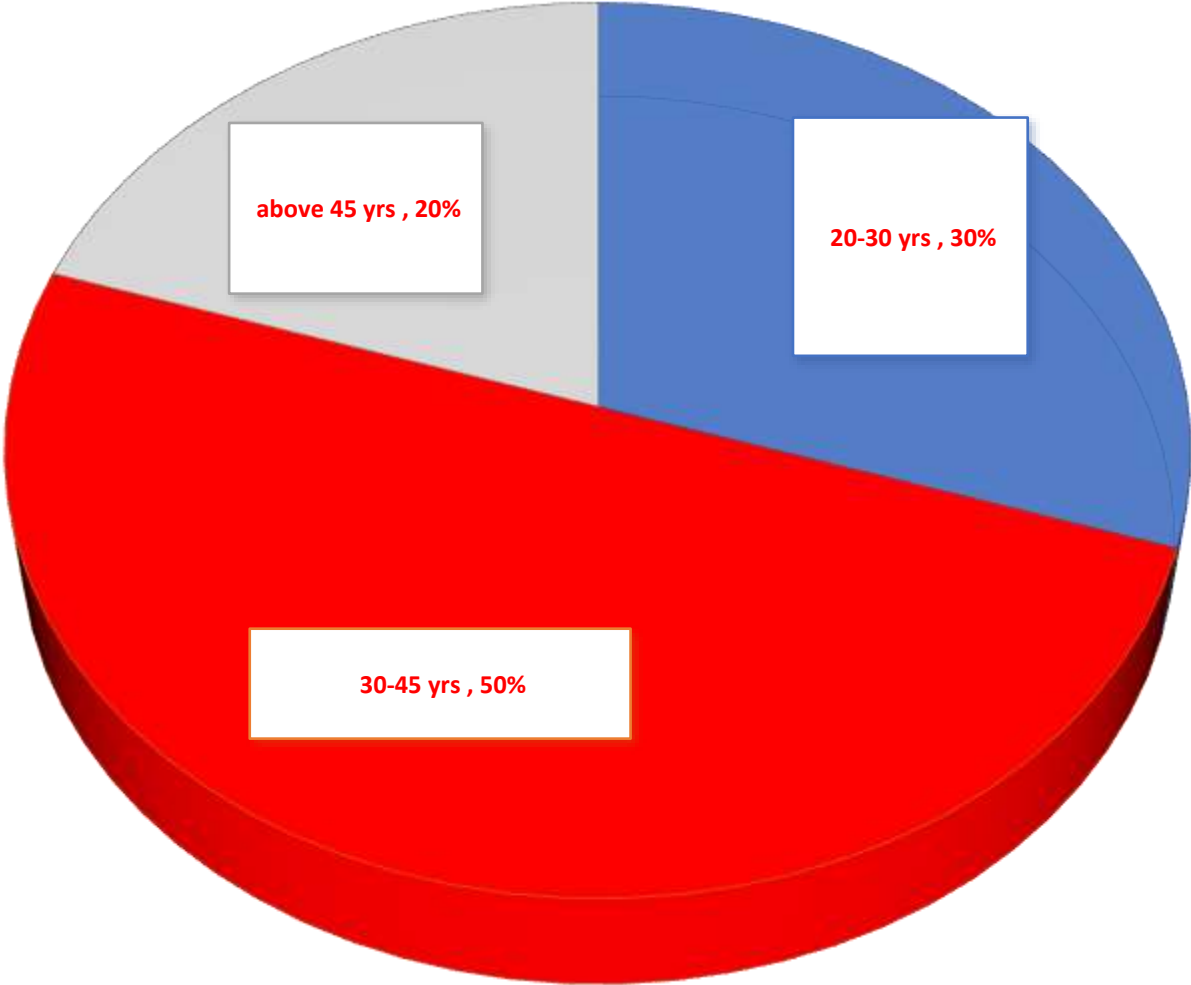
City-wise Subscribers

| 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 % | | | | |

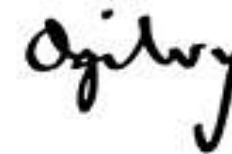
Audience By level In Hierarchy

| 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



Key Customers



Advertiser ROI

- One of the most granular reports in the industry
- Advertisers know exactly where they are spending their money
- Achieve your lead targets and help move more prospects through the funnel
- Re-target through email marketing (has given phenomenal open rates of 35%+ to our advertiser clients)
- Display advertising opportunities for continuous lead generation

| TRADEBRIEFS | | TradeBriefs Campaign Report Summary | |
|---|---|-------------------------------------|------------|
| Message Details | | | |
| From | Toyota India | | |
| Subject | All New Toyota Innova: No 1 in space, style and comfort | | |
| Sent on | February 17 2015 | | |
| Delivery Success | | | |
| Sent to | 120113 | | |
| Delivered to | 119639 | | Bounces: 2 |
| Tracking Results | | | |
| Open Rate | 11.84% | 14188 / 119639 recipients | |
| Net Click Rate | 7.41% | 1051 / 14188 readers | |
| Unsubscriptions | 0.10% | 122 / 119639 recipients | |
| Profile of Users Who Viewed your Email | | | |
| Number of Companies * | 134 | | |
| Top Management (VP → CEO/MD) | 100% | | |
| Middle Management (Manager → GM) | 0% | | |
| <small>*Company and Organization information is available for approximately 80% of our subscribers.</small> | | | |
| Company | Designation | | |
| State Bank of India | Chief Manager | | |
| Vidra India Ceramics Pvt. Limited | Group Chief Executive Officer | | |
| S.R. International | Managing Director | | |
| FE Clean Energy Fund | Director | | |
| AHAD Aircraft Ground Support Equipment | Director - Sales and Marketing | | |
| Lasercut Steelworks Pvt. Ltd. | Director | | |
| Universal Financial Solutions | Proprietor | | |
| Fullerton India Credit Co Ltd | AVP | | |
| MK SS INDIA | CEO | | |
| Indiabulls | SVP | | |
| Edelweiss Financial Services Ltd | AVP | | |
| Usa Web solutions | Director Operations | | |
| Huawei | Director | | |
| Destimoney Enterprises | AVP - Destimoney | | |
| IDFC | VP | | |
| BAJAJ ALLIANZ LIC LTD | ADDL. CHIEF BRANCH MANAGER | | |
| Satyam Computer Services Limited | Data Management Practice Director | | |
| Wigley India (F) Ltd. | Director & Counsel India | | |

TradeBriefs on the World Wide Web



[Our Website](#)



[500 Startups Makes a Splash; Pankaj Jain Announces Investments in Instamojo, WalletKit, UberLabs and TradeBriefs](#)

QUIBB

[News is a commodity - Sree Vijaykumar of TradeBriefs \(500 Startups co\)](#)

MEDIANAMA

[500 Startups Fall 2012 Batch: WalletKit, TradeBriefs, Instamojo & gazeMetrix](#)



[TradeBriefs wins Technology Off Campus Award at IvyCamp Challenge 2015](#)

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