



80%

OF OUR READERS ARE DIRECTLY INVOLVED WITH THE PURCHASES.

93%

OF OUR READERS RECOMMEND CAPITAL EXPENDITURE DECISIONS.

58%

OF OUR READERS REFER OUR MAGAZINE BEFORE TAKING BUSINESS DECISIONS.

PRINT

Digital Studio is the must-have trade publication which focuses on broadcast and film production technologies in India. Published by ITP Media India, the monthly magazine has been at the forefront of reporting and showcasing the digital revolution in Indian media and entertainment industry. It focuses on professionals involved in the broadcast, production, post-production, OTT, film and media industry, who are steering it to adopt new technologies and services. It documents the progress in digital production and the growing acceptance of IP-based solutions through breaking news, insightful interviews, noteworthy opinions from industry experts and analytical features.

TESTIMONIALS

"Digital Studio is compelling and well-written. I love your magazine."
Ashutosh Gowariker, Leading film director

"Your cover stories are really whacky. I enjoy reading your magazine."
Resul Pookutty, Oscar-winner and sound designer

"I appreciate you for initiating such a novel concept for honouring film technicians."
K Ramchandra Babu, President, Indian Society of Cinematographers



READER BY INDUSTRY SEGMENT

21%	Production
18%	Broadcast
15%	Post-production
14%	Video
11%	OTT
9%	Audio
7%	Graphics & Animation
5%	Radio

READERSHIP BY JOB PROFILE

25%
Senior Management
(CEOs, GMs, SVPs)

17%
Technical Management
(CTOs, Tech Director)

15%
Creative Heads
(Head of VFX/Graphics,
Creative Director)

11%
DOPs

9%
Engineers/ Technicians
(Audio, Light, Colorist)

6%
Engineers/ Technicians
(Audio, Light, Colorist)

8%
Editor

3%
System Integrators

3%
Producer/Executive Producer

3%
Others

2024 EDITORIAL CALENDAR

Month	Stories		
Jan	Make In India - Manufacturing in M&E	The Shows To Look Forward To	Security and Privacy in M&E
Feb	Profiling Rental Companies	Broadcasting Trends	Promising New Talent Key Grip
Mar	Production Houses	Promising New Talent-Audio Engineers	AI and Machine Learning in Content Creation
Apr	Indian General Election-Broadcast New Technologies	NAB Show Preview	Next-Gen Audio and Immersive Sound
May	Sustainability in M&E B2B: Green Initiatives and Eco-Friendly Practices	NAB Show Report/CABSAT Preview	The Media Production & Technology Show
Jun	Post-Production Houses	CABSAT Show Report	Broadcast Asia Preview
Jul	Powerlist: Top 50 Influential people of M&E	Cinegear Show Report	Upgrades in Pro-Audio
Aug	Latest Softwares impacting the production and post-production	Promising New Talent-Cinematography	The Metaverse and Its Impact on Entertainment
Sep	Vlogging and Equipment for Vloggers	Infocomm Preview	IBC Preview
Oct	Virtual Production- Changing Cinema	Broadcast India Show -Preview	IBC Show Coverage
Nov	Digital Studio India Awards	Broadcast India Show -Report	Jury Meet
Dec	Streaming Vs Broadcasting	Top Ten Cinematography/Editing/Sound	Future Tech of M&E

ADVERTISING OPPORTUNITIES FOR PRINT

POSITION	SPECIFICATIONS	USD
Inside regular full page Advertisement	205 x 275 mm	3,500
Full page - Article/Case Study	205 x 275 mm	3,500
Double Spread - Article/Case Studies	410 x 275 mm	5,500
Double Spread Advertisement	410 x 275 mm	5,500
Inside front Cover - Single	205 x 275 mm	6,150
Inside front Cover - Double	410 x 275 mm	8,150
Inside Back Cover	205 x 275 mm	5,500
Outside Back Cover	205 x 275 mm	7,150
Half page	180 x 110 mm	2,050
Quarter page	90 x 110 mm	1,400

ADVERTISING OPPORTUNITIES FOR DIGITAL PLATFORMS

BANNER ADVERTISEMENT PRICE ON WEBSITE (PER MONTH)	
Advt Size	Price
Leaderboard	\$1,800
Skyscraper	\$1,500
MPU1	\$1,000
MPU2	\$800
AUDEO/VIDEO	\$1,800

Email Blast (PER ROUND)	
Type	Price
Email Blast	\$1,500



BANNER ADVERTISEMENT PRICE ON DAILY E-NEWSLETTER (PER MONTH)	
Type	Price
Leaderboard	\$1,800
AUDEO/VIDEO	\$1,800





DIGITAL STUDIO INDIA AWARDS 2024



<p>Gold Partner</p>  <p>Seeing beyond</p>	<p>Silver Partner</p>  <p>WE LOVE LIVE</p>
<p>Infrastructure Partner</p> 	<p>Microphone Partner</p> 
<p>Magazine Partner</p> 	<p>Event by</p> 

The Digital Studio Awards works on the vision to recognise and celebrate key players in the Media and Entertainment industry. This is the only awards of its kind in India making the DS Awards the only industry award show that recognises businesses and individuals for innovation, dedication, and leadership skills while establishing business value for themselves, their employees, their customers, and also their vendors. Carrying forward the success of 2023 edition held in October 2023, the 8th edition is planned on **18th October 2024** which is expected to be bigger and better than before.

DIGITAL STUDIO AWARDS SPONSORSHIP RATES

Types	Price
Platinum Partner	\$36,000
Gold Partner	\$27,000
Powered by	\$21,000
Associate Partner	\$15,000



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