



DIGIT is the No. 1 technology magazine in India as per IRS

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New Delhi, August 22: 9.9 Media is proud to announce that its publication DIGIT has been recognized as the No. 1 Technology Magazine in India in terms of readership in the 2008 Indian Readership Survey (IRS 2008 R1).

The IRS survey indicates that Digit continues to be the dominant source for readers to stay updated on the latest in technology. With a readership base of 1,84,000, Digit leads the technology magazines across all age groups, SEC segments and professions. IRS Survey is an independent survey conducted annually across India. It covers 350+ publications across 24 states and 91 cities. Digit's large readership, matching some of the well known general interest and business publications, is a testimony to its strong appeal to tech-savvy readers beyond just the technology professionals.

Each monthly issue of Digit comes with a DVD, a CD and a Fast Track guide. The articles report on technology used by the readers in their personal and professional lives. The enclosed multimedia helps users experience the latest software and games and includes free software utilities. The Fast Track guide provides tips and tutorials on commonly used software and products. Digit also has a companion portal www.thinkdigit.com, which is accessed by tens of thousands of visitors every day. It offers a highly active forum, technology and product related videos, experts answering questions, classifieds for products, services and jobs.

Asheesh Gupta, Co-founder of 9.9 Media and Publishing Director of Digit, said "We extend our gratitude to our readers in making us the most read technology magazine. We will continue to work hard towards bringing them relevant and authoritative content on technology".