



# Publication Introduction & Media Kit

<https://www.pc-tablet.co.in>





# About the Publication

Since its inception in 2013, PC-Tablet has witnessed the rapid evolution of Tech & Auto Industry, from the rise of smartphones and wearables to the advent of EVs, AI and IoT. Our journey has been marked by a dedication to staying at the forefront of these changes, ensuring that our readers are always in the know.

As the tech landscape has expanded, so has our coverage, adapting to the needs and interests of our growing audience. **We currently serve over 21 million impressions quarterly at a QoQ growth rate of 12%.** In the past decade, we have reviewed over thousands of phones, laptops, apps, consumer electronics and other gadgets which has helped millions of readers in making a better and educated choices.

We take immense pride in the work we do knowing that it matters to millions of people in India and around the globe.

# Our Reach

Our Publication's Quarterly Reach Figures: Over 21 Million Impressions Online collectively



**3.6 Million**  
Organic Page  
Views



**9.1 Million**  
Impressions on  
Google Search

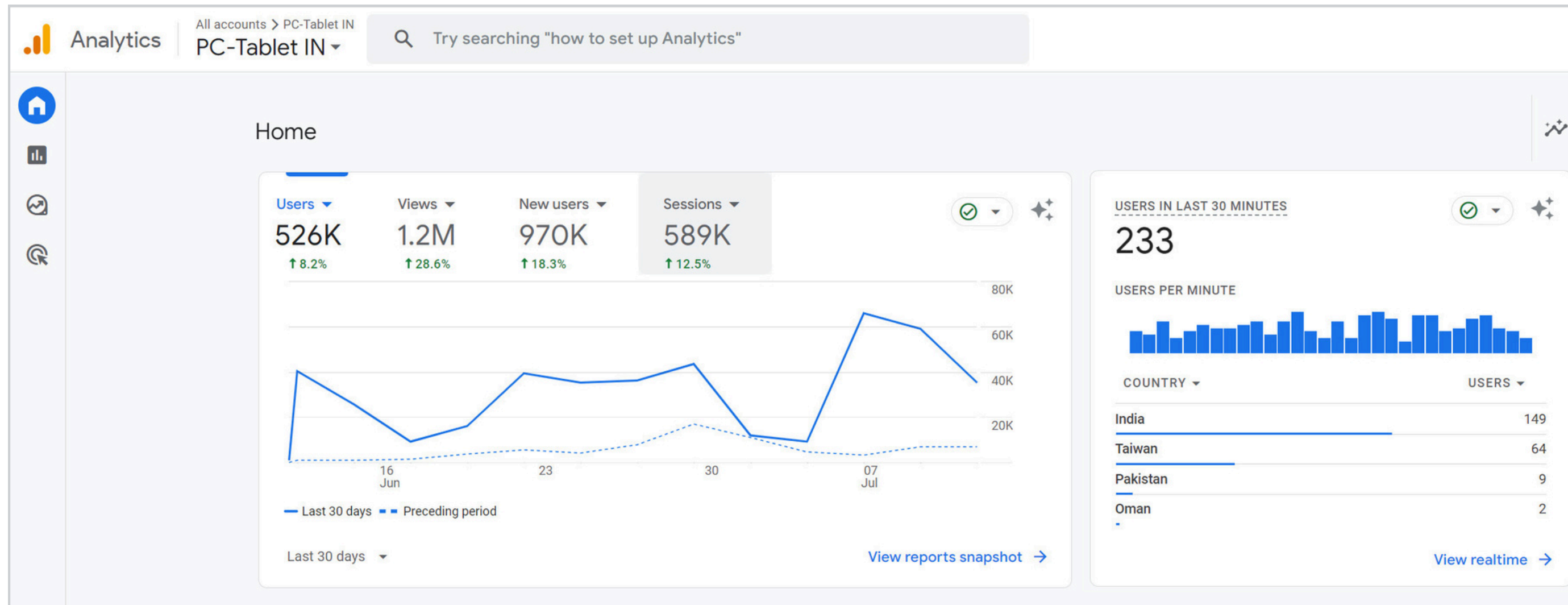


**12.6 Million**  
Impressions on  
Google Discover



# Our Monthly Traffic

Google Analytics GA4 Data Stream Statistics - <https://www.pc-tablet.co.in>

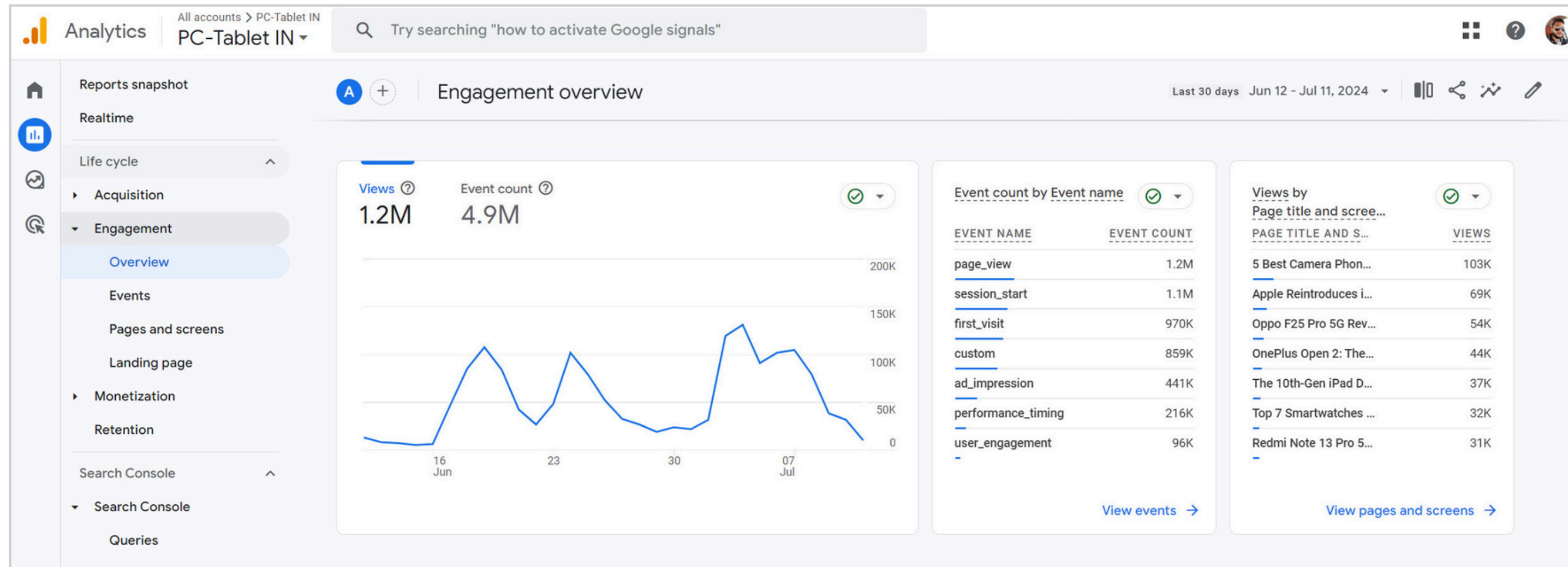


**Monthly Unique Visitors - 526K+ | Monthly Pageviews - 1.2 Million | MoMTraffic Growth - 29%**



# Our Engagement Overview

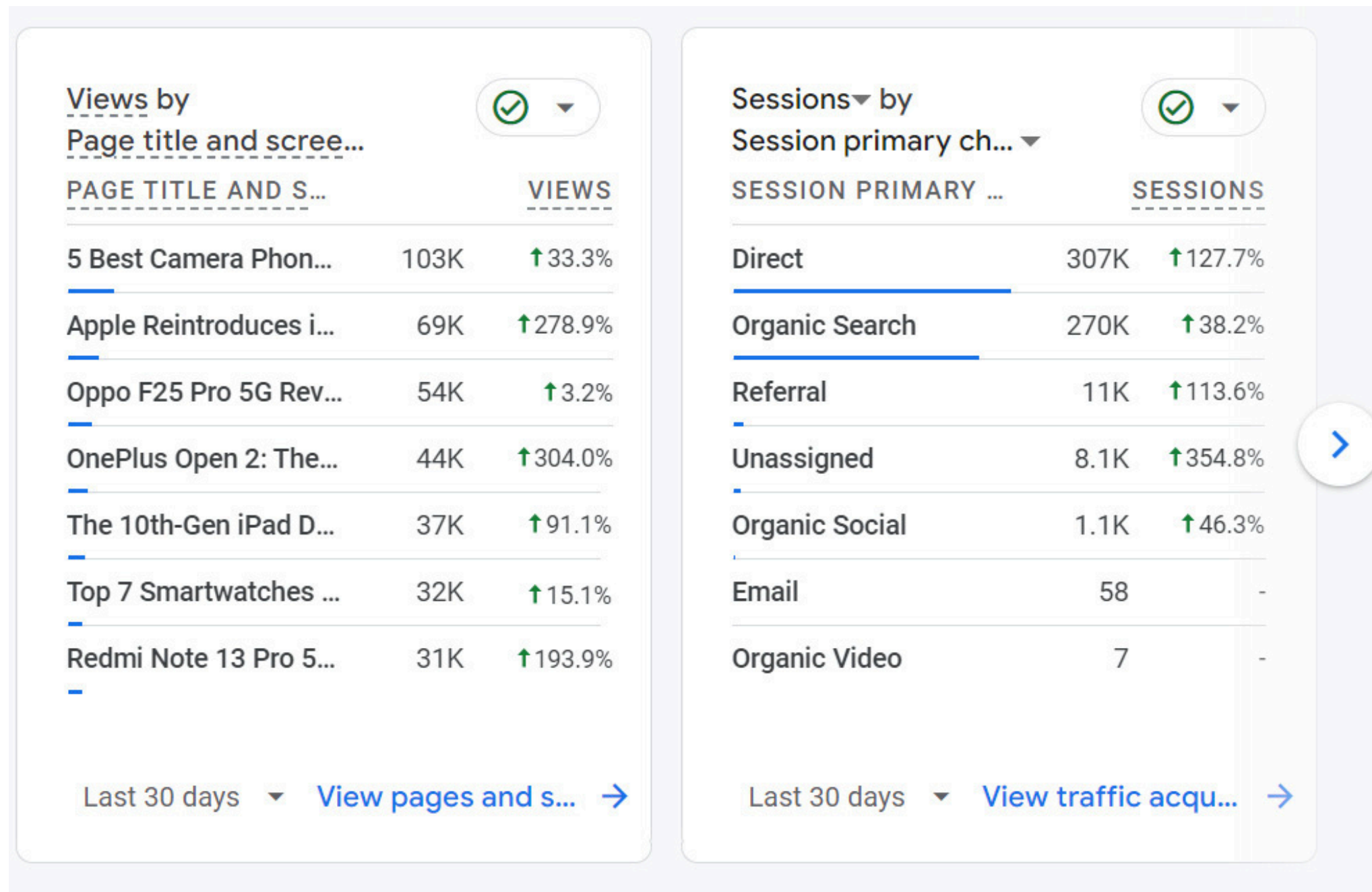
Banner Ads on our website offers valuable engagement to advertisers



## Over 440K Banner Ads Impressions Monthly

# Our Traffic Sources

## Traffic Acquisition Channels



**We receive traffic from wide variety of sources including Organic Search, Google News, Google Discover, Social Media & Content Syndication Partners!**

# Geographical Distribution

Since we are an India Focused Publication, majority of our traffic comes from India but we have readers from all over the world.



Date: Last 3 months + New

Last updated: 3 hours ago

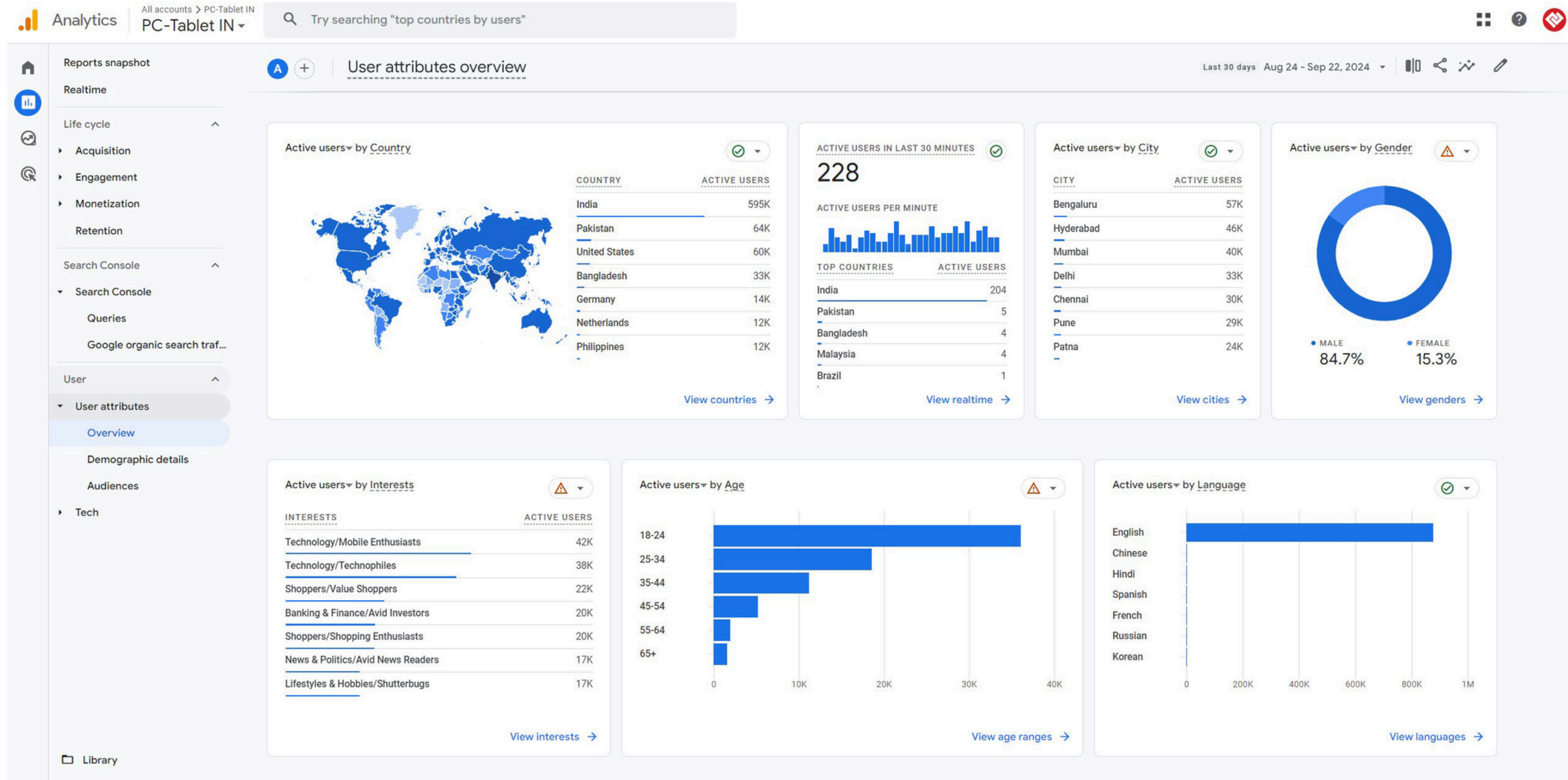
PAGES	COUNTRIES	DISCOVER APPEARANCE	DATES
	Country ↑		↓ Clicks Impressions
	India		397,785 8,450,509
	Pakistan		82,385 1,640,910
	Bangladesh		39,509 848,906
	Philippines		11,894 426,890
	Nepal		4,577 93,330
	Malaysia		4,215 114,938
	Unknown Region		3,696 77,800
	United Arab Emirates		2,928 62,499
	Nigeria		2,854 63,124
	Saudi Arabia		2,710 64,946

Rows per page: 10 1-10 of 78

**We do content in English & Hindi Languages.**

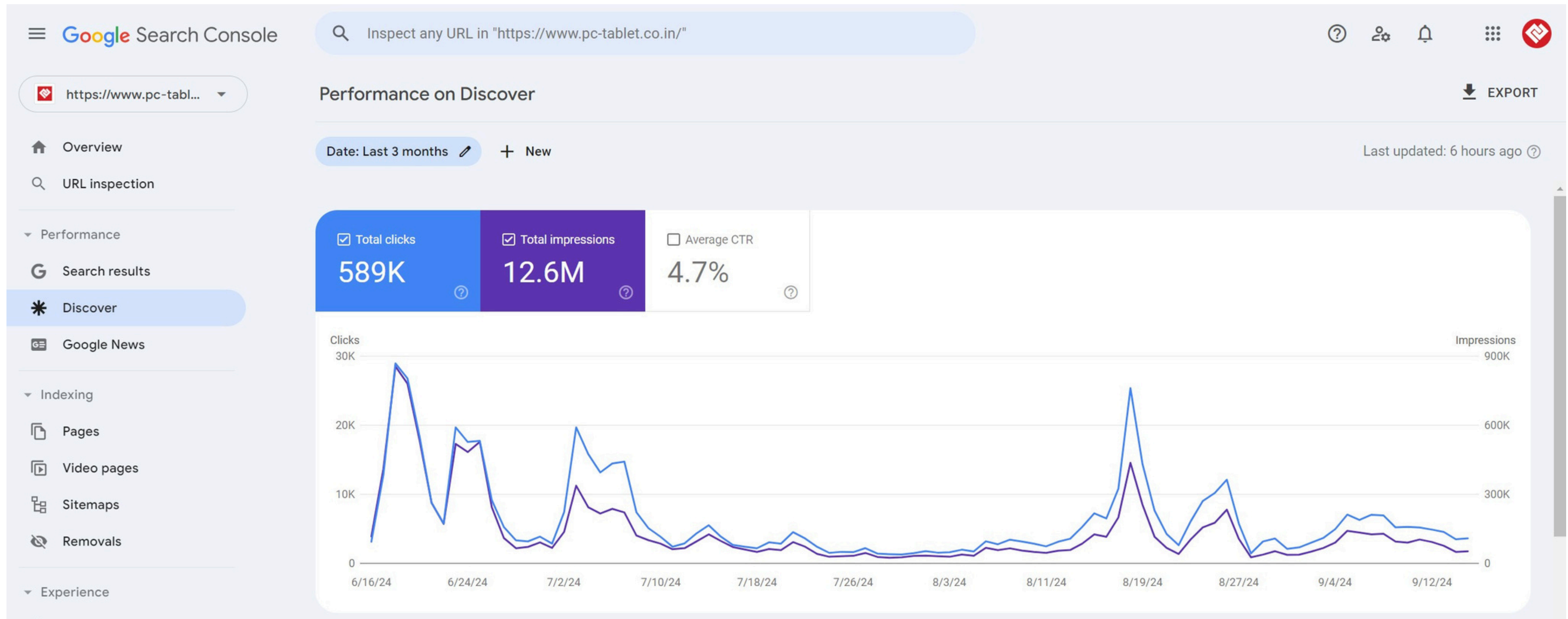


# Demographics Distribution



# Google Discover Reach

We've received over 12.5 million Impressions on Google Discover in the last 3 months.

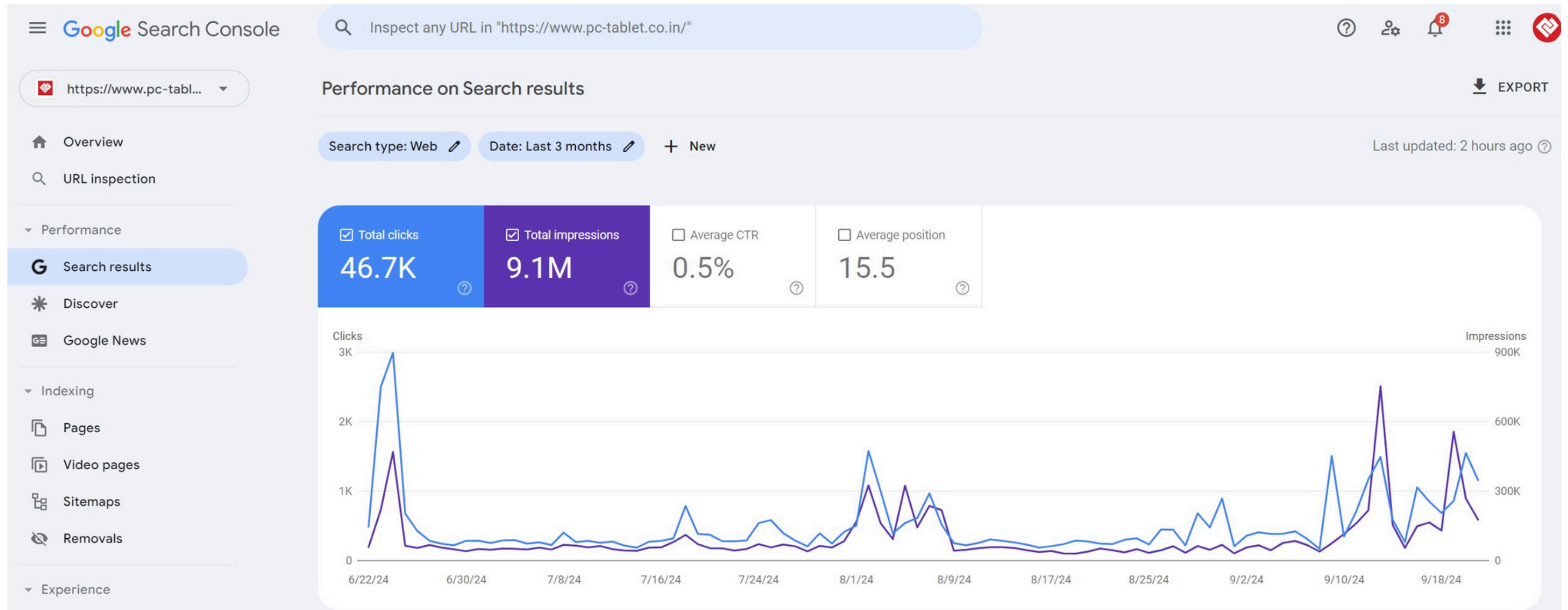


**Total Impressions - 12.6 Million**



# Google Search Reach

We've received over 9 million Impressions on Google Search in the last 3 months.



**Total Impressions - 9.1 Million**



# Top Rankings on Google's Platforms

Google search results for "Apple iPhone 16 Pro". The top story is "Apple unveils iPhone 16" from The Indian Express, dated 1 day ago. Below it is a result from PC-Tablet India titled "iPhone 15 Refunds Possible After iPhone 16 Launch in India", dated 36 minutes ago. A "More news" button is visible at the bottom.

Google search results for "vivo x200 pro". The top stories include "CMF Phone 1 Review - Bold Design Statement on a Budget" from PC-Tablet India (19 hours ago) and "Nothing's budget smartphone shares segment in style" from Business Standard (4 days ago). A "More news" button is visible at the bottom.

Mobile search results for "vivo x200 pro". The top story is "Vivo X200 series launching in China in October" from Gizbot, dated 2 hours ago. Below it is a result from PC-Tablet India titled "Vivo X200 Series: Leaked Specs and Certifications Hint at Powerful Upgrades", dated 3 hours ago. A "More news" button is visible at the bottom.

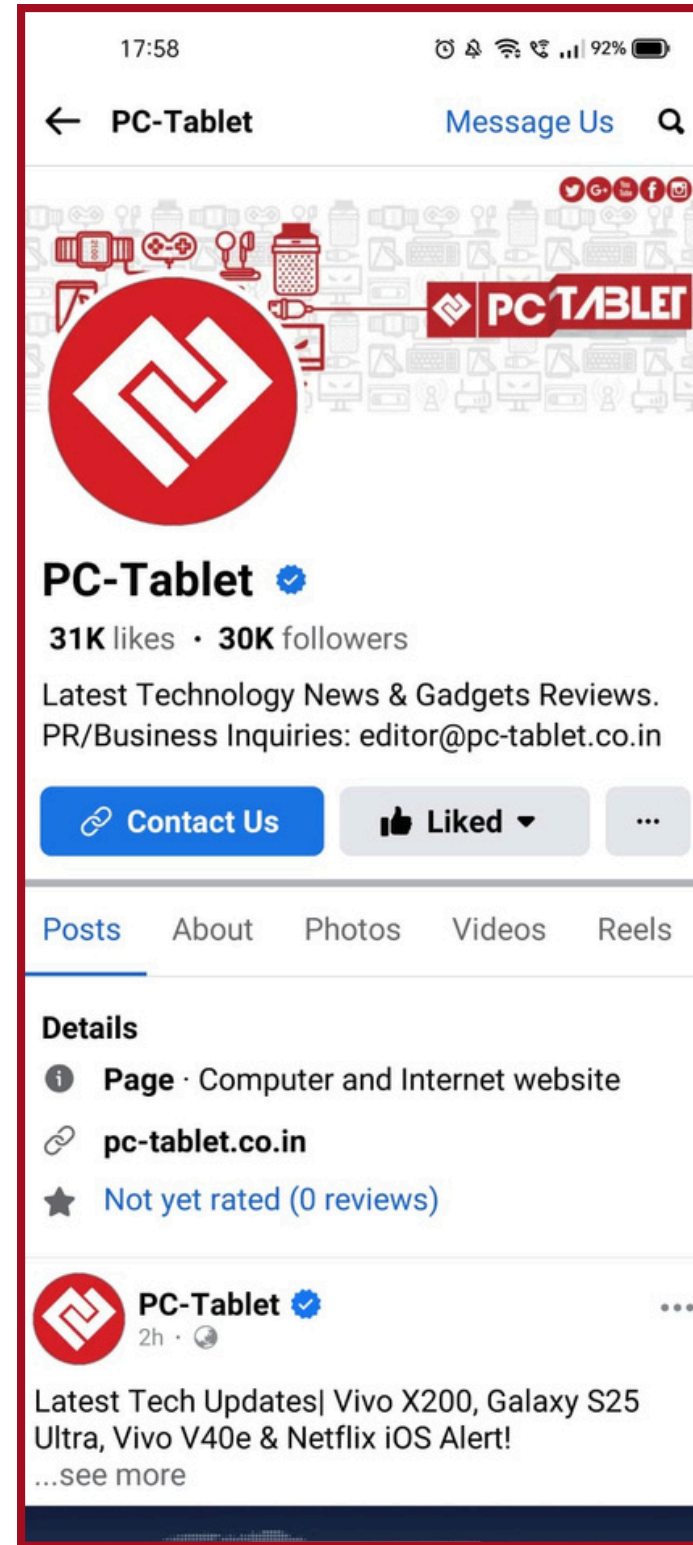
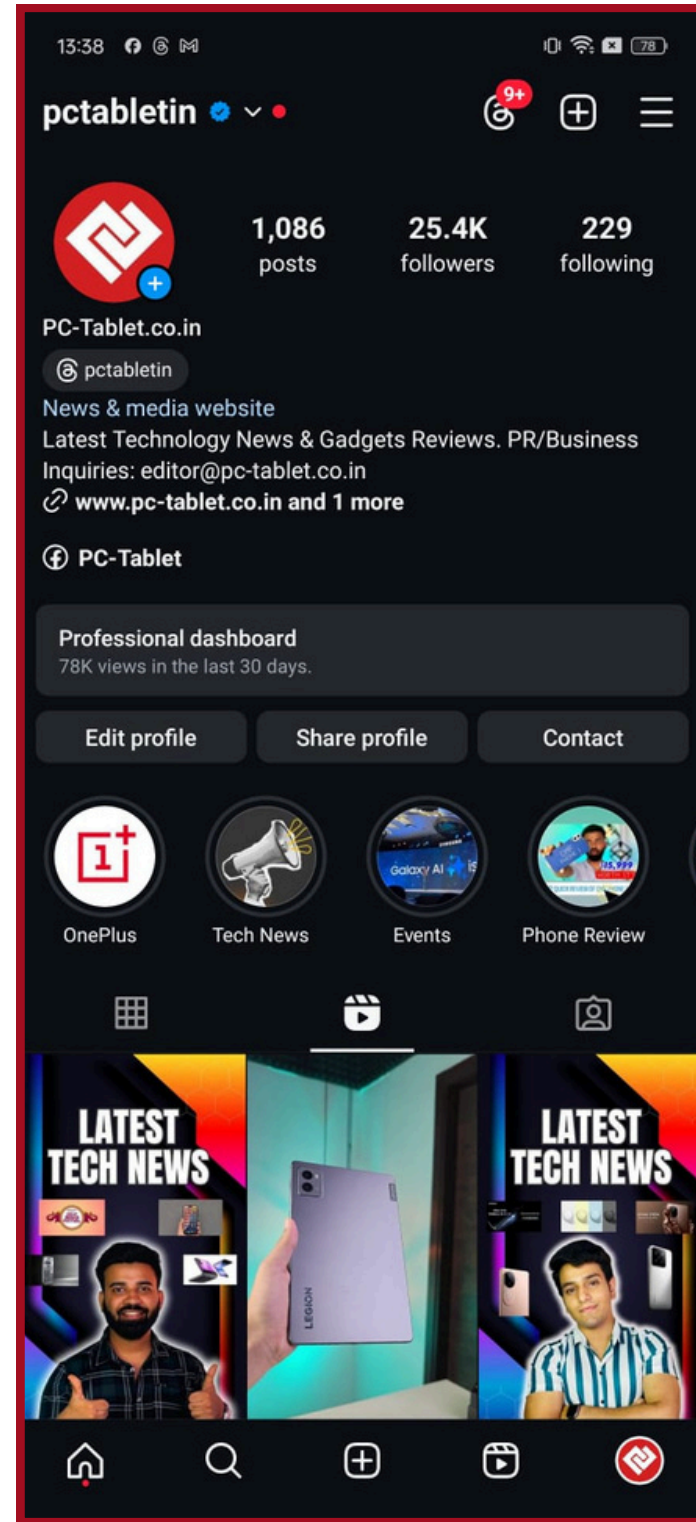
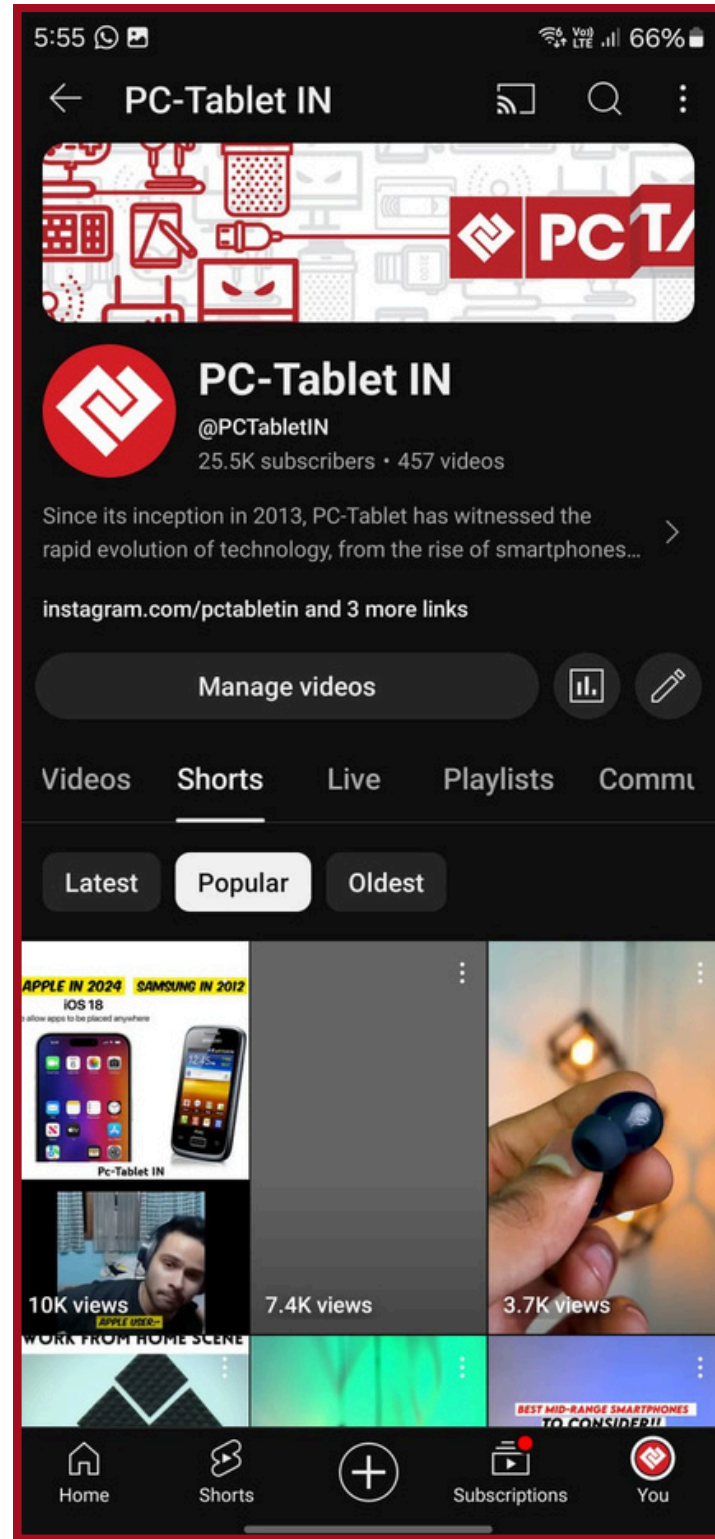
Mobile search results for "Lenovo Tab Plus". The top story is "Lenovo Tab Plus First Impressions: JBL Audio Steals the Show in This Multimedia Tablet" from PC-Tablet India, dated 11 hours ago. A "More news" button is visible at the bottom.

Mobile search results for "Apple Reintroduces iPhone 14 Pro at a Reduced Price". The top story is from PC-Tablet India, dated 1 day ago. A "More news" button is visible at the bottom.

Mobile search results for "Samsung Galaxy Z Flip6". The top story is "Samsung Galaxy Z Flip6 Review: A Month of Flips, Features, and Final Thoughts" from PC-Tablet India, dated 1 hour ago. A "More news" button is visible at the bottom.



# Presence on Social Media Platforms



## Followers Count

Facebook - 31K

Instagram - 25.4K

YouTube - 25.5K

\*data as of 24/09/2024

We create and share our content with thousands of our followers on popular Social Media Platforms like Instagram, Facebook, YouTube, Threads, & X (Twitter).

# Partnered Platforms

Our content is integrated with all the popular News Platforms





# Collaboration Opportunities

With over **21 million impressions**, our platform offers a unique opportunity for brands & advertisers to showcase their products and services to a targeted group of tech enthusiasts and professionals.

With robust analytics and a commitment to high-quality content, advertising with us not only increases visibility but also enhances brand credibility within the tech community.

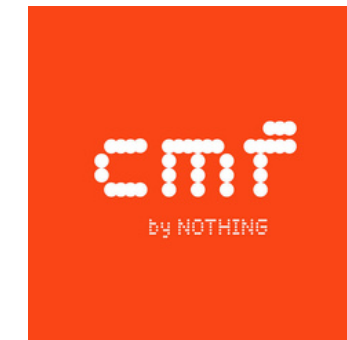
<b>1.</b>	<b>Site Wide Banner Ads (both on mobile &amp; desktop)</b>
<b>2.</b>	<b>Featured Article Placements, Listicles &amp; Editorials</b>
<b>3.</b>	<b>Instagram Reels, Posts, Stories Postings &amp; Giveaways</b>
<b>4.</b>	<b>YouTube Dedicated Videos &amp; Shorts Creation, Product Unboxings</b>
<b>5.</b>	<b>Podcast Interviews &amp; Live Sessions on YouTube</b>
<b>6.</b>	<b>Facebook Posts &amp; Tweets on X</b>

# Major Brands who has Collaborated with us

SAMSUNG

Haier

logitech



Infinix

realme

ViewSonic®

Lenovo

oppo

amazon

1+ ONEPLUS

DELL

ASUS®

Redmi



iQOO

BenQ

POCO



FIRE BOLT TT

TECNO

SENNHEISER

acer®

@ NOISE

And many more...

# Our Creative Team

At PC-Tablet, we pride ourselves on having a dedicated and passionate team of over 15 professional bloggers & journalists who are committed to bringing the latest in tech & auto news, reviews, and insights.

<https://www.pc-tablet.co.in/team/>



**Nitin Agarwal**

Founder & Editor-In-Chief



**Meera Gupta**

Finance Manager



**Sumit Kumar**

Assistant Editor, Tech



**Hardik Mitra**

Media Manager



**Sovan Mandal**

Assistant Editor, Auto





# Connect with us.

Website

<https://www.pc-tablet.co.in>

Email

[editor@pc-tablet.co.in](mailto:editor@pc-tablet.co.in)

Social Media

[Facebook](#) | [Instagram](#) | [X \(Twitter\)](#) | [YouTube](#)

Call us

**+91.9654558193 (Nitin Agarwal)**

Get in touch with Nitin for commercials & deliverables discussion or customized marketing packages.

