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[Cyber Media To Launch India Edition Of Technology Review](#)

By [Sruthijith KK](#) - Thu 29 Jan 2009 03:38 AM PST

Specialty magazine publisher Cyber Media India Ltd today said it will launch an Indian edition of *Technology Review*, the Massachusetts Institute of Technology-owned title that dates back to 1899. With the magazine, the group will also bring the EmTech, or emerging technologies, conference that is associated with the magazine. A pilot issue of the monthly will be out during the conference, scheduled for 2-3 March. Subsequently, regular editions will commence from June. The magazine, prized at Rs100, will have an initial print run of 15,000 copies and will be available on newsstands as well as through subscription, Cyber Media chairman Pradeep Gupta told contentSutra. The first edition of the high-end two-day conference, [the details of which are here](#), will cost a participant \$1,000 to attend. Gupta said the firm is targeting about 500 participants.

Gupta said the model is predominantly subscription driven. He hopes to bring on board technology leaders in all sectors as advertisers. “*Technology Review* is at the crossroads of technology, its applications and its impact on business. It is about frontline technology in every space—be it information technology, bio tech, automotive or energy.”

The Indian edition will initially feature some 20% local content to begin with and eventually about 40%, in a magazine that will have 60-72 pages. This will be the 15th print title from the group that publishes titles such as Dataquest, PCQuest and Voice & Data.

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