

CyberMedia brings MIT's Technology Review to India

New Delhi, Jan 29 (PTI) Publication house Cybermedia today said it has partnered with Massachusetts Institute of Technology's to bring the renowned scientific journal -- Technology Review -- to India.

"The first Indian edition of Technology Review will be out in June this year. To start with we are looking at 15,000 print copies which will be increased as per the demand,"Technology Review Editor-in-chief and Publisher Jason Pontin told reporters here.

Technology Review is one of the leading scientific magazines, which tracks the latest technologies under development in universities and company laboratories and how it can commercialised by the companies. It has editions in Germany, China, Italy and Spain.

"The content in the beginning will be primarily global, with about 10 per cent of it being Indian. But we would like to increase this as world over, each edition that comes out has something unique to offer,"he said.

The monthly magazine, though essentially a business-to-business publication, will also be available on news stands at Rs 100.

The magazine will be formally launched at EmTech India, a technology conference to be held in New Delhi on March 2-3, 2009.