



## Technology Review to hit the stands in India in March

Sangeeta Tanwar | afaqs! | New Delhi, January 30, 2009

In July 2008, Cyber Media announced a tieup with MIT's Technology Review Inc. to launch the Indian edition of oldest technology magazines in the world, Technology Review. The magazine is set to hit the newsstands March.

For the record, Technology Review Inc. is an independent media company owned by the Massachusetts Institute of Technology (MIT). It launched the Technology Review magazine in 1899.

Speaking to afaqs!, Jason Pontin, editor in chief and publisher, Technology Review, says, "In partnership with Media Group, we are set to launch a thought leading magazine, which will spot and promote trends in tech senior executives, venture capitalists and senior bankers, academicians and university students."

Pontin says that he is wiser for having worked in India in the mid-1990s as editor of Red Herring magazine as that to survive in this market, any American publication must have a good amount of India-centric content.

Pontin claims that the multiple editions of Technology Review in different countries, coupled with the large readers accessing the magazine on the website, add up to more than two million readers. The tagline for the reads, 'The Authority on the Future of Technology', emphasising that the content is not only interesting, but also

According to Pradeep Gupta, chairperson, Cyber Media, the monthly magazine will have an initial print run of 100,000 copies. The 60 page magazine is priced at Rs 100. Gupta says, "We will depend on both subscriptions and retail sales to reach out to readers. The magazine will attract leaders from diverse fields such as technology, pharma and energy. IBM, Google, Cisco, DuPont and Tata Motors could be the potential advertisers."

David Rotman, editor, Technology Review, elaborates on the content of the magazine, saying, "The magazine unveils unearthen new technology developing in labs, which is ready to be commercialised. The content is not only about what is out in the open. Technology for us is a wider term covering biotechnology, computers, the web, life science and nanotechnology."

The Indian edition of Technology Review will be released at the Emerging Technologies conference to be held on 2-3 in New Delhi.

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