

WAT MEDIA

WATMedia Pvt Ltd is a Digital Media Company that aims at being the thought leader in the space by connecting the Web, Advertising and Technology (WAT) Industry in India.

WATBlog
WATShow
WATGame
WATJob

WAT Media runs 4 popular industry publications and has a high brand recall in their niche

Over 5,00,000 Page Views a month

Over 1,20,000 unique visitors a month

Targetted exposure

Great brand recall

Elite Audience

Engaged Community

WAT MEDIA

Know Our Media Assets Better

WATBlog

- 1 lakh Unique Visitors Per Month
- 4 lakh Page Views
- Subscribers
- 1600 RSS/Feed
- 600 Email Readers
- 1100 Sms Subscribers
- 1000 Twitter Followers

WATShow

- 3000 Unique Visitors Per Month
- 10000 Page Views

WATGame

- 6000 Unique Visitors Per Month
- 20000 Page Views

WATJob

- 5000 Unique Visitors Per Month
- 15000 Page Views

WAT MEDIA

Understand The WATMedia Reader

Male in the range of 18 - 45

Active Internet User and Gadgets Fan

Works at Managerial and higher decision making positions

Seeks new experiences both personal and professional

Urban Indian with spending power and saving needs



WAT Network >> WAT Job WAT Show WAT Game WAT Consult

125 x 125 Button



The screenshot shows a blog post from WAT Blog. The main article is titled "EXCLUSIVE: Indiatimes Launches QnA Platform.. A Year Later Than Everyone Else!" by Rajiv Dings, dated September 1, 2008. The article text is partially visible, mentioning that Indiatimes has launched a QnA site at qna.indiatimes.com. To the right of the article is a blue advertisement for Bluehost, featuring a "125 x 125 Button" and the text "Advertise Here". The ad lists features: "UNLIMITED SPACE", "2500 POP Emails", "UNLIMITED Transfer", and "FREE Setup", with a price of "\$6.95/mo".

Cost – 30,000 Per Month

300 x 250 Banner



The screenshot shows a blog post from WAT Blog. The main article is titled "160y2.com Rolls Out New Features" by rishabh, dated September 2, 2008. The article text is partially visible, mentioning that 160y2.com has added features like MyAds. To the right of the article is a blue advertisement for "PS Investments in India", featuring a "300 x 250 Banner" and the text "Advertise Here". The ad lists services: "Database, Newsletter, Reports, Events, on PE, VC, M&A deals in India" and "Retail Mobile: Nokia Siemens Networks - We Support Operators in The Telecom Industry".

EXCLUSIVE: Indiatimes Launches QnA Platform.. A Than Everyone Else!

Cost – 50,000 Per Month

Home About Join Us Submit Press Release

468 x 60 – Top Banner

WATBlog.com

WEB ADVERTISING TECHNOLOGY

NEWS VIEWS REVIEWS INTERVIEWS TIPS/TOOLS FEATURES

Browse >> Web Advertising Technology Mo

Cost – Rs.1,00,000 Per Month



Facebook Empowers Developers To Take Facebook To Other Websites

By Rajiv Dingra • April 28, 2009 [Edit]

Facebook announced the launch of Facebook Open Stream API which would empower developers with access to the core of the site so they can build new services and export facebook user data on other sites beyond facebook.

Facebook states that with this new API Facebook developers would be able to access the posts users have published [...]

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Komli Launches Technology Channel For Advertisers.. Is Komli Confused?

By Rajiv Dingra • August 20, 2008

250 x 250 in Post

Email It!

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pressmart.net/publisher_network

[Jobs in Channel](#)

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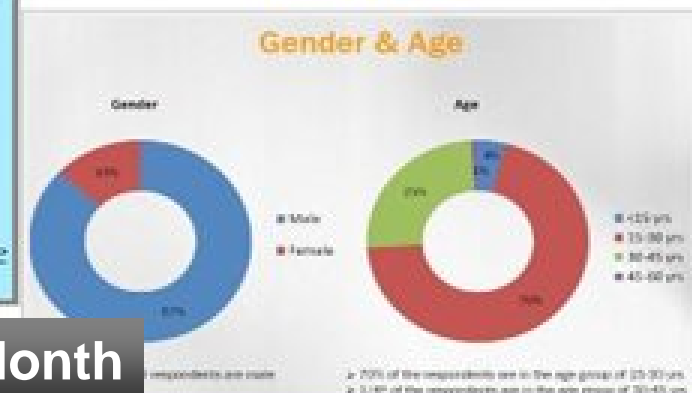
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BigTV.co.in



Ads by Google

Komli.com the India focussed DFJ backed ad network that recently came out with a report on online users and their demographics has now announced a exclusive channel for technology advertisers. In the same report it had the demographics of users who visit technology sites. Here are some demographic charts from that survey:



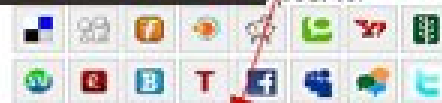
Cost – 30,000 Per Month

To me it seems as if Komli has launched this technology vertical to combat competition from the likes of TonicTag of Ishir Digital which is a completely tech centric niche ad network and which from what I hear is pretty aggressive in garnering publisher support.

Over time it will be interesting to see if the power of the niche's works in an already percent ad network space, or whether the channel model by the likes of komli and others

468 x 60 Post Bottom

Sponsorship 468x60



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Related Posts

Cost – 25,000 Per Month

- Komli To Sell Banners on Ebay! More Ad Networks To Crop Up..
- Funding Updates: Komli & StudyPlaces Raise 7 Million \$ & 3 Million Each!
- Exclusive: Percept Krongin to launch its own Ad Network - Adchakra.com
- VCs Are Still Pouring Money: Sequoia And Clearstone Unfold Their Future Plans For India
- Funding Update: MIH, investment arm of Naspers, has invested \$10 million in BuzzCity

Categories: Advertising, Reports, Views

Tags: ad networks, funding, komli, Reports

WAT MEDIA

Advertising Solution

**Get in touch with your needs and
Our ad management team can
provide customised advertising
solutions tailored to meet your
OBJECTIVES**

WAT MEDIA

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