

**ACCURATE, TIMELY AND  
UNBIASED INFORMATION  
ANYWHERE, ANYTIME.**

Parity Media is news, media and publishing company that specializes in reporting science and technology news through electronic and print media.

Headquartered in Ahmedabad, India, Parity Media owns and operates online portals like Techie News, ParityNews and ParityPortal, which have online presence across 166 countries with majority of the readers located in the United States, United Kingdom, Canada, Australia, India & Germany.

- **P**ervasive information
- **A**ppetite of every reader catered
- **R**esources assimilated
- **I**ntrinsic information to the right extent
- **T**ransparency in everything we do
- **Y**earning for perfection

# Parity Media

News  
Media  
Publishing



**TECHIE NEWS**

**Parity News**

**Parity Portal**



245, Satyam Mall, Opp. Saman Complex,  
Jodhpur Cross Road, Satellite,  
Ahmedabad – 380015, Gujarat

(0091) 9909497667  
(0091) (079) 30172048

 **Parity Media**  
[www.paritymedia.in](http://www.paritymedia.in)  
[info@paritymedia.in](mailto:info@paritymedia.in)

## STRENGTHS OF PARITY MEDIA



### EXPERIENCED TEAM

With a cumulative experience of over 20 years in IT, technology, networking, security and business, editors and writers at Parity Media deliver to the point news at the right time catering to the reading appetite of its visitors.



### GLOBAL COMMUNITY

Parity Media's web properties including TechieNews.co.uk, ParityNews.com and ParityPortal.com have an active global audience. Parity Media provides comprehensive technology and news coverage to a huge community of users keen to the industry and are open to your brand, messages, solutions and products.



**INCREASE YOUR MARKET REACH.**  
ADVERTISE YOUR PRODUCTS,  
SOLUTIONS TO THE RIGHT AUDIENCE.

### TECHIENEWS

- o Visitor Statistics
  - ▶ 54.15% male, 45.85% female;
  - ▶ 61% (age 18-34), 28% (age 35-54);
  - ▶ 35% from UK, 26% from US;
- o 560K+ pageviews in December 2013
- o 1.2 million pageviews in four months

### WHY PARITY MEDIA?

- LARGE, TECH-SAVVY READER BASE
- BANNER OPPORTUNITIES
- GOOGLE NEWS PRESENCE
- FEATURED ARTICLE OPTIONS
- FOCUSED TEAM OF PROFESSIONALS

### PRESS / ADVERTISING CONTACT

Ravi Mandalia  
ravi.mandalia@paritymedia.in  
(0091) 9909497667

### WEB PROPERTIES

www.techienews.co.uk  
www.paritynews.com  
www.parityportal.com