BRAND RELATIONS & HARDWARE ACCREDITATION DECK

PaidFreeDroid Editorial Media Kit

Independent Consumer Technology Journalism & Hardware Testing Laboratory • Established 2013

20M+	2013	5-7 DAYS	100%
LIFETIME READERSHIP	ESTABLISHED YEAR	EVALUATION WINDOW	EMBARGO COMPLIANCE

OFFICIAL ACCREDITATION // APAC BUSINESS AWARDS 2026: Named Best Consumer Technology News & Reviews Platform 2026 - India by APAC Insider (AI Global Media) for sustained excellence and integrity in consumer tech journalism.

SECTION 01 // PUBLICATION CHARTER & REACH

Founded in 2013, PaidFreeDroid (PFD) is an accredited digital consumer technology and hardware evaluation publication. Over the past 13 years, PaidFreeDroid has built an authoritative technical readership exceeding 20 million lifetime readers across India, North America, and global technology corridors. We specialize in empirical silicon benchmarking, camera colorimetry, display measurement, telecom infrastructure, and high-velocity breaking product journalism.

SECTION 02 // CORE HARDWARE COVERAGE SCOPE

01. FLAGSHIP & FOLDABLE HARDWARE	Full-cycle smartphone evaluations, structural chassis analysis, multi-axis teardrop hinge durability testing, and multi-generation comparison shootouts.
02. SILICON BENCHMARKS & SOCS	Sustained thermal throttling loops, 3DMark GPU stability stress tests, Geekbench multi-core profiling, and on-device NPU compute efficiency.
03. OPTICS & COLOR PIPELINES	1:1 uncompressed RAW crop evaluations, dynamic range stress runs, ZEISS/Hasselblad/Leica tuning analysis, and natural portrait colorimetry.
04. BATTERY DRAIN & THERMALS	Controlled 100% lux-meter display drain scripts, 0 to 100% charging wattage profiling, thermal dissipation metrics, and battery cell longevity.

SECTION 03 // AUDIENCE DEMOGRAPHICS & TRAFFIC PROFILE

PaidFreeDroid readers are high-intent consumer technology buyers, hardware enthusiasts, system developers, and industry decision-makers. More than 72% of audience traffic originates from organic search and direct return visits. Primary geographical concentration centers on Tier-1 Indian metro hubs (Delhi NCR, Bengaluru, Mumbai, Hyderabad, Pune, Chennai) alongside strong organic Tier-1 international reach across North America and Europe.

INSTITUTIONAL EDITORIAL INDEPENDENCE: PaidFreeDroid maintains strict journalistic integrity across all brand engagements. While we honor marketing embargoes and pre-briefing non-disclosure agreements down to the minute, all editorial scoring, pros/cons, and buying recommendations remain 100% editorially independent and cannot be pre-approved or influenced by commercial partners.

HARDWARE TESTING SPECIFICATIONS & LOGISTICS

Standardized Evaluation Protocols

Controlled Lab Conditions • 100% Non-Destructive Testing • Minute-by-Minute Embargo Compliance

SECTION 04 // HARDWARE LABORATORY PROTOCOLS

Display Measurement	Standardized optical colorimeter profiling for peak and sustained luminance (cd/m²), DCI-P3 color gamut coverage, and high-frequency PWM flicker analysis.
100% Lux-Meter Battery Benchmarks	Displays calibrated to exactly 200 nits uniform lux across all test devices. Automated web browsing scripts, video loop runs, and mixed synthetic load drain tests.
Thermal Throttling & Dissipation	20-minute continuous 3DMark Wild Life / Solar Bay stress loops in an ambient 23°C environment with external infrared surface temperature mapping.
Optical Colorimetry & ISP Science	Controlled studio color charts and natural daylight dynamic range sweeps. Real-world evaluation of secondary telephoto periscopes and ultra-wide optics.

SECTION 05 // EMBARGO COMPLIANCE & HARDWARE CUSTODY PLEDGE

• Minute-by-Minute Embargo Adherence: All pre-briefing documentation, technical whitepapers, launch dates, specifications, benchmark scores, and retail pricing remain strictly confidential. Zero pre-release leaks.
• 100% Non-Destructive Testing Guarantee: Loaner devices are maintained in factory protective cases throughout benchmarking. Zero hardware teardowns, zero drop testing.
• Review Turnaround Window: Standard evaluation cycle is 5 to 7 business days from courier arrival at our facility to review draft staging.
• Prompt Return Logistics: Return shipments are scheduled immediately upon embargo lifting via pre-paid reverse courier waybills (Blue Dart / Delhivery).

SECTION 06 // HARDWARE COURIER LOGISTICS HUB

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EDITORIAL SIGN-OFF & COLLABORATION: PaidFreeDroid welcomes formal partnership with OEM communications desks and retained PR agencies. For embargoed briefings, hardware loaner dispatch, or accreditation inquiries, please contact our desk directly at press@paidfreedroid.com.