

INNOVATION & TECHNOLOGY TODAY

TABLETS | SMART PHONES | GAMING | SOCIAL MEDIA | EDUCATION | APPS | ENTERTAINMENT | BUSINESS



2014 MEDIA KIT

Innovation & Technology Today

ABOUT US

In 2012, IPW's debut publication *The Legacy Series: Honoring the Contributions of Steve Jobs*, and its official kickoff at MacWorld/iWorld 2013 led to the launch of the highly-successful quarterly magazine *Innovation & Technology Today*.

As a follow up to our overwhelming success in 2013, *Innovation and Technology Today* will continue to deliver to the world of tech savvy readers and C-level executives. Each of these themed issues will contain exclusive interviews, product reviews, photos, insider discounts as well as the hottest trends in each respective industry, and much more! Links, product demos, as well as interactive pages and advertisements, will complete the digital experience.



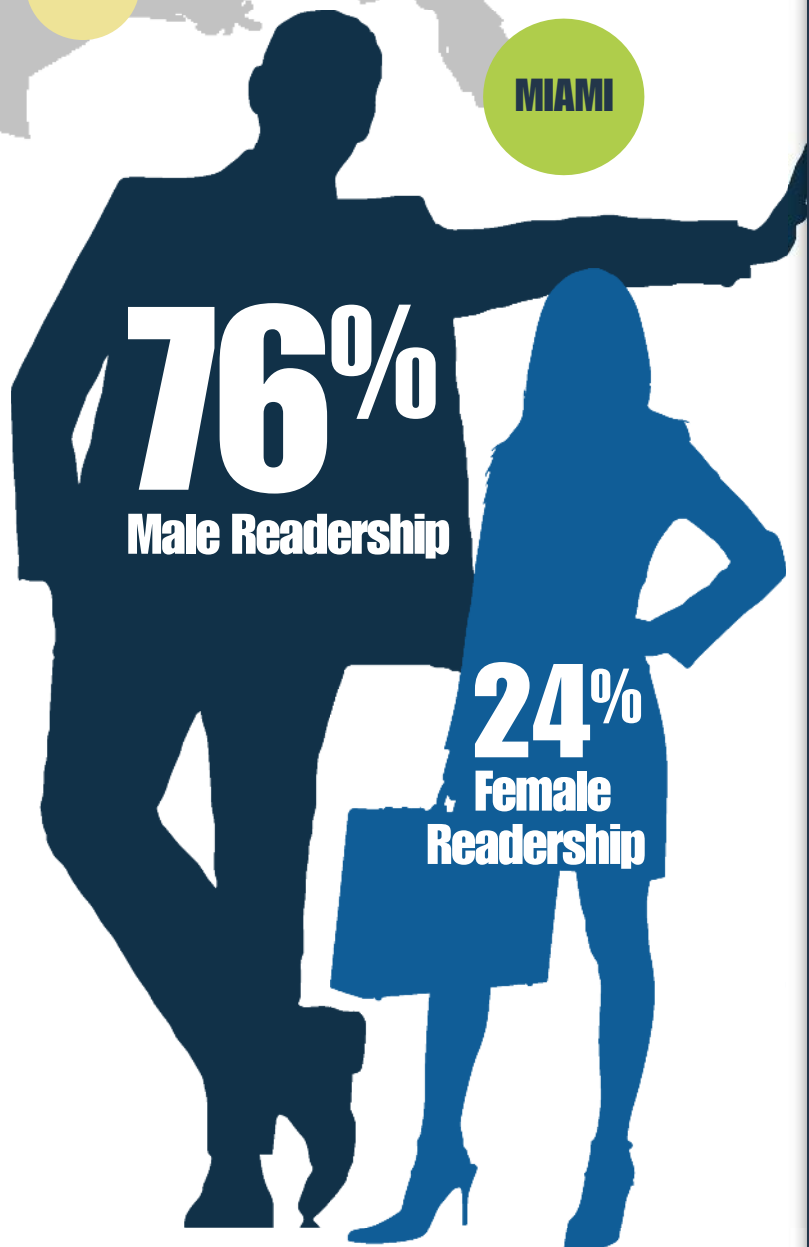
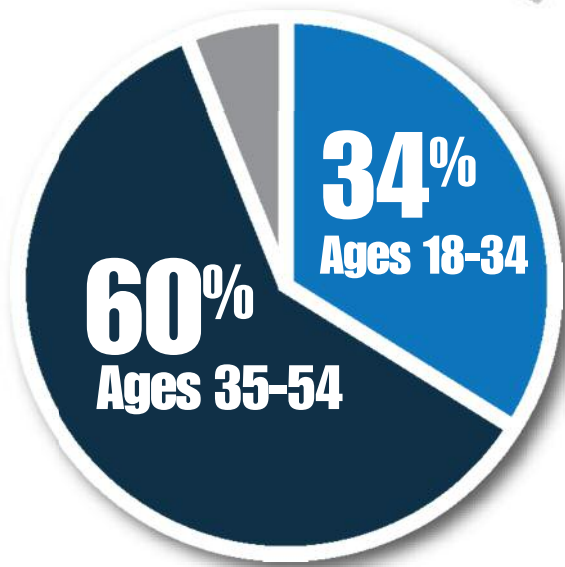
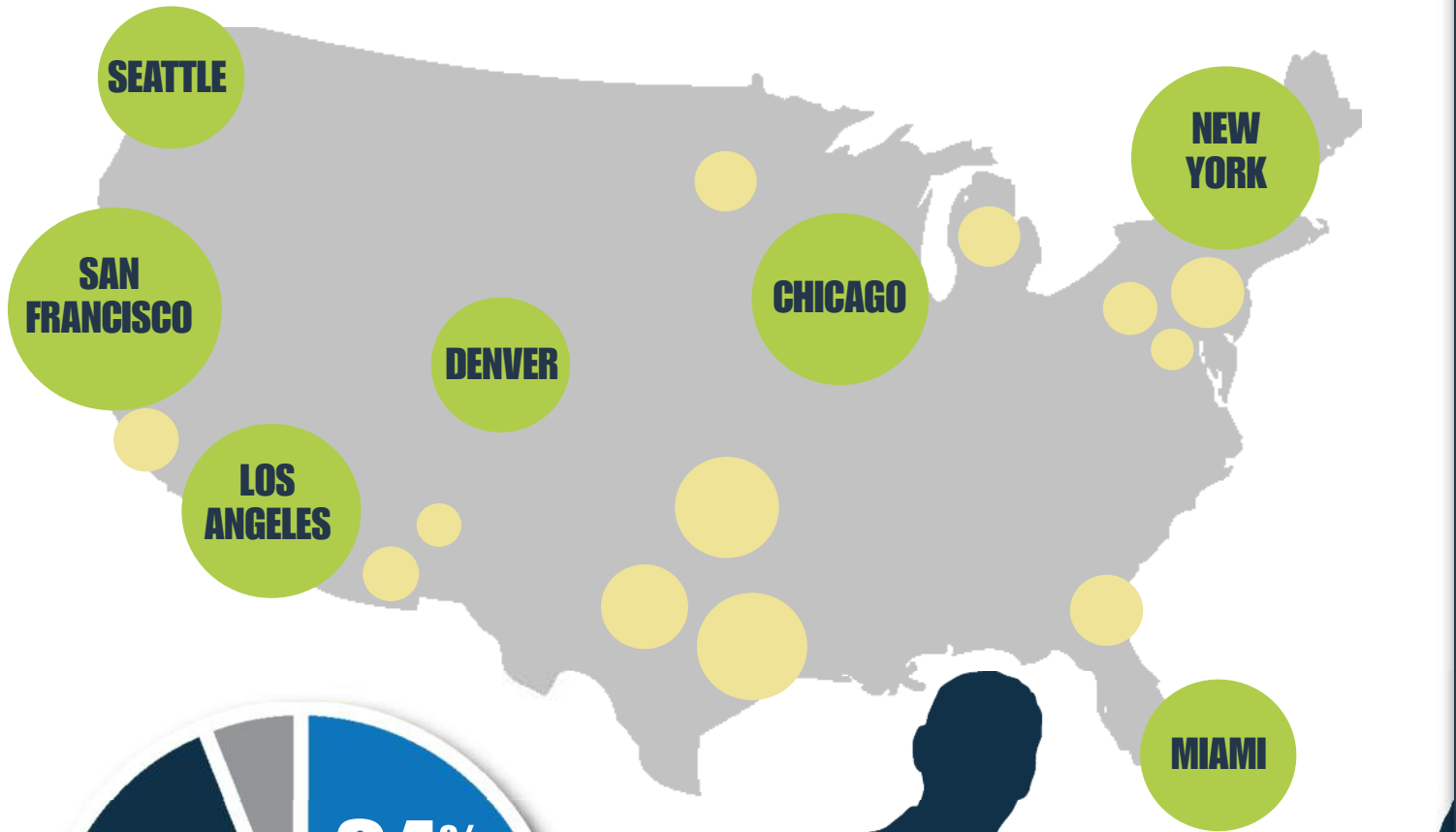
MEET OUR AUDIENCE

Innovation & Technology Today enjoys a loyal audience of millions of technology product users who cross all cultural divides – education, desktop publishing, laptop and tablet computing, telephones, music, brand-specific retailing, movies and communications.

Because of the distinctive interviews and editorial focus on innovation, communication and education, this publication has specific appeal to both the corporate world and academic community for its discussions and ideas.



Innovation & Technology Today enjoys a loyal audience across NORTH America with heavy distribution in the tech hubs of Los Angeles, San Francisco, Seattle, Denver, Chicago, Miami and New York.



\$95,375
Average HHI

It is a very similar demo to MacWorld/iWorld, CES and CEDIA attendees. We also have a strong business following with direct distribution to Fortune 1000 executives and CEO Space members.

Innovation & Technology Today



DISTRIBUTION



Curtis Circulation Services, the leading national distributor of magazines, will ensure complete saturation of bookstores, airports, newsstands and major retail outlets with a cover price of \$9.99. As a bonus, copies are direct mailed to Fortune 1000 Executives, CEO Space members and made available through FBO's (fixed based operators) such as airport lounges, private jets, limos and frequent flier clubs.



Newsstand



Read all about it.
All in one place.

Finally, tens of thousands of copies receive media partner distribution onsite at high profile expos and trade shows (CES, MacWorld/iWorld, CEDIA, LA Auto Show, USA Science and Engineering Festival).



All publications are available to paid subscribers on Apple Newsstand and Zinio.com, as well as electronically distributed directly to millions of tech savvy readers via opt-in emails. Social media promotions and affiliate partner email lists round out the tremendous distribution for each issue.



BREAKDOWN BY ISSUE ...



- 25,000 copies Spring Issue
- 25,000 copies Summer Issue
- 25,000 copies Fall Issue
- 75,000 copies Winter Issue

150,000 + copies



In each issue...

CONVERSATIONS

In each issue, we feature 3 to 5 exclusive conversations with movers, shakers and decision-makers whose innovations, leadership and vision drive the industries in which they work.

DEPARTMENTS

In each issue, we feature incisive stories on the newest developments and innovations in the following business sectors:

COMMUNICATIONS

EDUCATION

GAMING & ENTERTAINMENT

GREEN TECHNOLOGY

MOBILE COMPUTING

POINT OF PURCHASE Retail

SECURITY

SMART HOMES

SOCIAL MEDIA

WEARING IT Wearables

WOMEN IN TECHNOLOGY

PRODUCT SHOWCASE

In each issue, we offer two great opportunities to showcase your new products:

Product Revolution, for your newest releases; and **Gift Guide**, for products you want to promote as gifts for a particular occasion or season.

SPRING 2014: ENERGY & TRANSPORTATION

Digital Distribution Release Date: March 15, 2014

- Coverage of 2014 Computer Electronics Show
- Transportation Logistics — in the Cloud?
- XL Pipeline Debate Heats Up
- From Amazon to Anbar: New Uses for UAVs
- Green & Smart — Focus on Connected Cars
- Top 25 Solar Companies in the United States
- New Jets & High Speed Trains
- Why Ecomagination Works

SUMMER 2014: SPORTS & MEDICAL TECHNOLOGY

Digital Distribution Release Date: June 15, 2014

- Coverage of 2014 MacWorld/iWorld
- Coverage of 2014 U.S. Science & Engineering Festival
- Top Sports Science of 2014
- Changing Face of Sporting Goods Stores
- Technology of Today's Sports Events — from Local to Professional
- Wearables Explode!
- 3D Printing's Place in the Medical World
- Smart Pharmacies
- 30 Great Medical Apps
- Latest on Imaging, Head Injuries & More

FALL 2014: HOME AUTOMATION & ENTERTAINMENT

Digital Distribution Release Date: September 1, 2014

- Preview of the 2014 CEDIA Home Automation Show
- Your House, Your Integrated Entertainment Center
- Automating Offices & Production Facilities
- Getting in the Zone: Outdoor Technologies
- Dog with an Electronic Bite: Latest in Security
- Newest Technology in Audio, Video & Streaming

WINTER 2014: BUSINESS & INNOVATION ISSUE

Digital & Newsstand Distribution Release Date: December 15, 2014

- 5 Technologies on the Horizon
- Innovators' Roundtable:
10 Key Innovators Discuss Today's Issues and Tomorrow's Solutions
- The Education We *Really* Need to Provide
- Women Who Drive Technology: Mini-Profiles
- Smart In-Flight Offices — Next-Gen Business Jets
- Best Innovation-Oriented You Tube Videos & Books of 2014
- Where Do Tablets & Smart Phones Go From Here?
- Holiday Gift Guide Special

Innovation & Technology Today

RATE CARD

Below are our advertising opportunities for the *Innovation & Technology Today* 2014 Series. Space reservation is limited and is awarded on a first come basis. This publication will have an editorial to advertising ratio of no less than 60/40. Kindly contact your sales representative to purchase advertising or sponsorship the publication.

MAGAZINE ADS	SINGLE INSERTION	FOUR INSERTIONS
Sixth-Page Gift Guide Ad	\$ 1,450 net	\$ 2,750 net
Half-Page Ad	\$4,950 net	\$9,950 net
Full-Page Ad	\$9,950 net	\$17,360 net
Double-Page Spread	\$12,360 net	\$22,360 net

Prime Position + 20%

WEBSITE ADS	ONE YEAR
Large Leaderboard	\$900 net
Medium Rectangle	\$400 net

MACWORLD/iWORLD	2014 EXPO
Special Promotion	\$2,100 net

Includes logo on bags, shirts, promotional product or sample in bags/booth, 4 Passes to Macworld/iWorld 2014, PR Web Press Release announcing partnership with *Innovation & Technology Today*.

EXCLUSIVE SPONSORSHIP	PER ISSUE
“Presented By” Issue Sponsorship	\$39,950 net

One Double-Page Spread Advertisement & One Full-Page Advertisement in prime positions “Presented By *Your Company*” to appear on The Cover and Table of Contents Pages, Advertiser Logo to be placed on spine, Letter from CEO/Top Executive to Appear with Letter From Publisher. Banner Ad for One Year, Onsite MacWorld/iWorld Promotion, Social Media Collaboration, Targeted PR Web Press Release. One Thousand Printed copies of publication with extra copies available on request and unlimited digital distribution rights.



Innovation & Technology Today

MAGAZINE SPECIFICATIONS

FULL PAGE AD

Trim: 8.375" x 10.875"
Bleed: 8.875" x 11.375" (.25" on all sides)
Live Area: 7.875" x 10.375"

HALF PAGE AD

Floating ads - no bleed
Size: 7.875 W x 5" H

REQUIREMENTS

Resolution: 300 dpi
Color: CMYK, process
Format: High-resolution, non-compressed PDF
Special Instructions: Embed all fonts and images

DOUBLE-PAGE SPREAD

Trim: 16.75" x 10.875"
Bleed: 17.25" x 11.375" (.25" on all sides)
Live Area: 16.25 x 10.375"
Gutter: 1" center, no text

SIXTH PAGE/GIFT AD

Floating ads - no bleed
Horizontal Size: 5" W x 2.5" H
Vertical Size: 2.5" W x 5" H



Full Page Ad
8.375" x 10.875"
vertical

WEB SPECIFICATIONS

LARGE LEADERBOARD

Size: 937x97

MEDIUM RECTANGLE

Size: 300x250

REQUIREMENTS

Resolution: 72-120dpi
Color: RGB
Format: JPG, GIF or PNG

1/2 Page Ad
7.875" x 5"
horizontal

SUBMISSION

SUBMIT ALL ADS TO

Kelsey Elgie
3400 E. Bayaud Ave.
Suite 333
Denver, CO 80209
Office (720) 708-4250
E-mail: kelsey@goipw.com

FTP ACCESS

Upload via Fetch, FileZila or similar program
File Title: name files after your company name
Server Address: ftp.legacyseriesmagazine.com
Username: legamedia
Password: Pn#789xX!

1/6 Page Ad
2.5" x 5"
vertical

1/6 Page Ad
5" x 2.5" horizontal



Innovation & Technology Today

MEDIA PARTNERS

IPW's debut issue *The Legacy Series: Honoring the Contributions of Steve Jobs* as well as their booth at MacWorld/iWorld 2013 received an overwhelming response. During the convention in San Francisco we gave out 10,000 magazines, over 1,500 goody bags and 700 T-Shirts with advertisers logos, as well as raffled off almost \$3,000 worth of high-end items supplied by our clients! Later in the year, we attended CEDIA Expo 2013 in Denver with copies of *Innovation & Technology Today* in hand. Check out some of our favorite moments and happy fans. We look forward to seeing you at CES, MacWorld/iWorld, CEDIA, the U.S.A. Science & Engineering Festival, and many other trade conventions in 2014.

