

# innovation & TECH

**TODAY**

EDUCATION | BUSINESS | ENTERTAINMENT | SUSTAINABILITY | GAMING | WEARABLES | HOME AUTOMATION



Media Kit 2015



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## OUR MISSION

*Innovation & Tech Today* and our team of experts and journalists celebrates the passion for innovation in business and technology through the leaders, ideas, products and initiatives driving growth now and into the future.

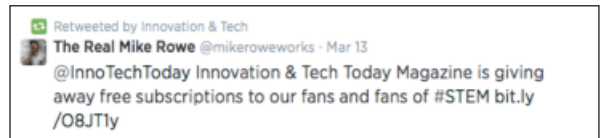


## OUR AUDIENCE

Our rapidly growing readership enjoys and discusses the incisive print and online stories, compelling one-on-one conversations, and latest product and technology news that define *Innovation & Tech Today*. With its tremendous reach in print digital and onsite, *Innovation & Tech Today* emerges as an essential opportunity for organizations seeking direct contact with this dynamic, diverse and tech-savvy audience.



# innovation & Tech Today



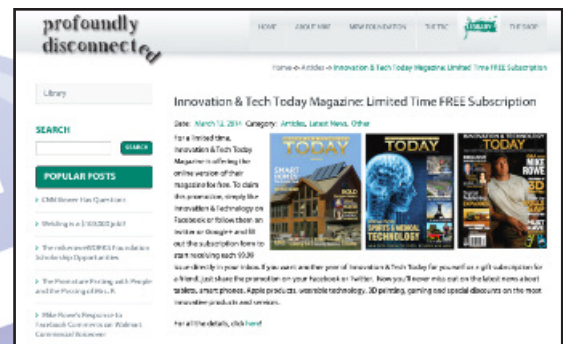
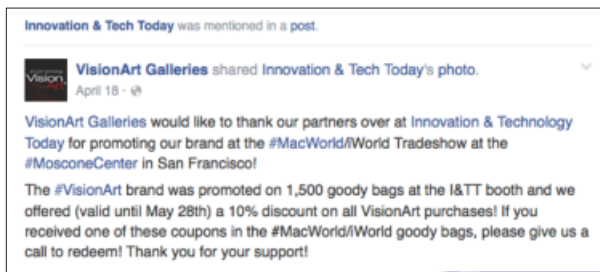
## CUSTOMER REVIEWS

### Pam Niemi, Marketing Director — Martian Watches

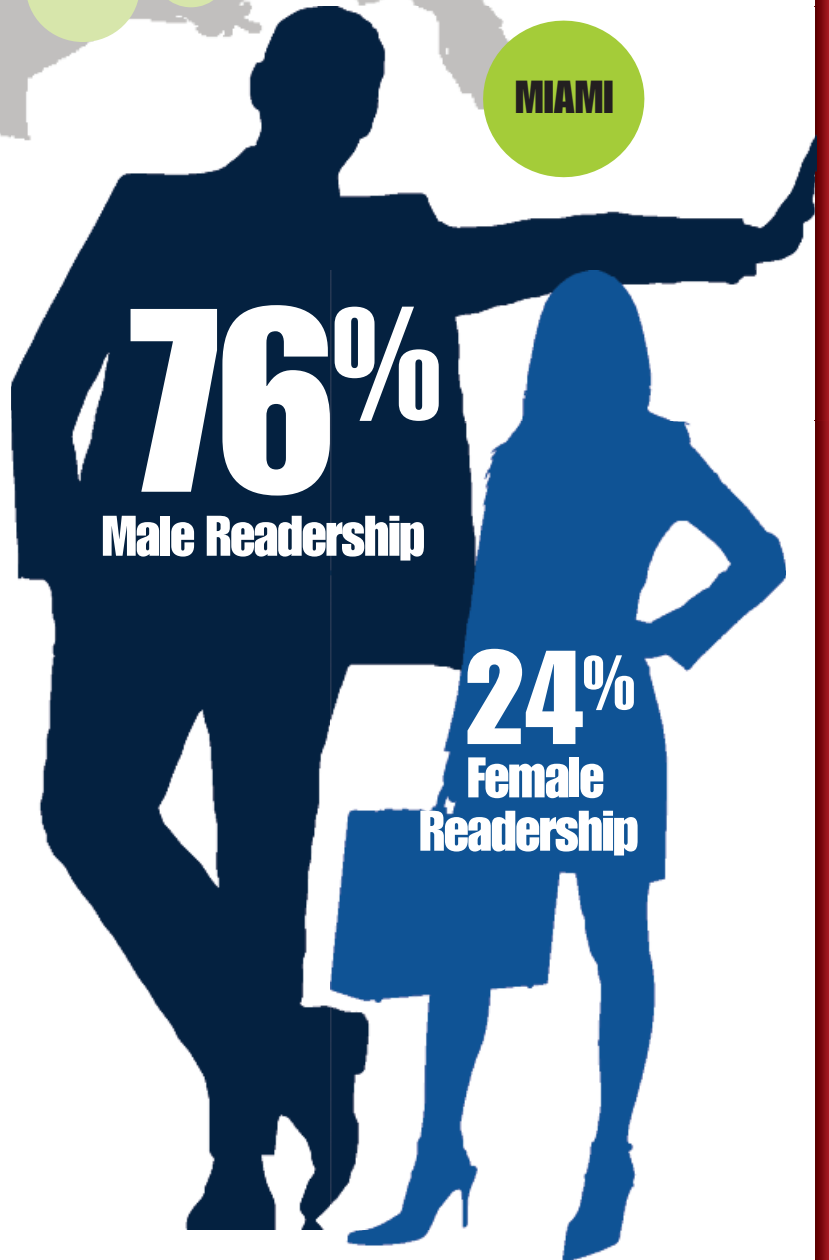
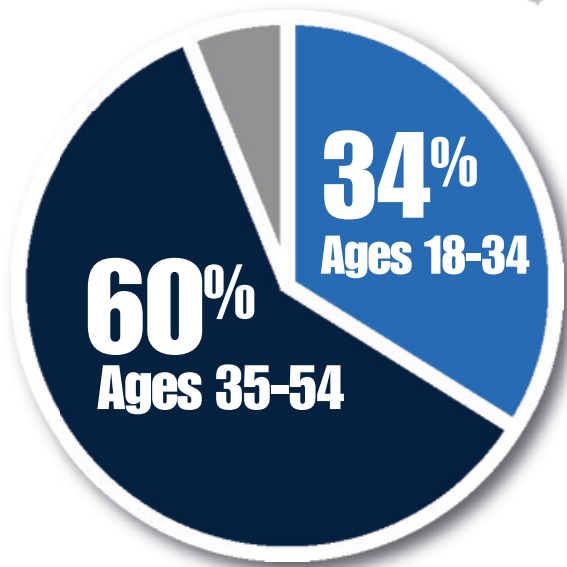
"We have had the great experience of working with the team at *Innovation & Tech Today* over the past few months. They have provided great communication about their vision for our company with the magazine as well as easy-to-follow tech specs and regular follow-ups. Our ads and product reviews have looked great, and placement has been excellent."

### Gerry Demple, Vice President — Aspect Solar

"I just want to take a moment to thank you for your support of AspectSolar. When we first discussed potentially advertising in *Innovation & Tech Today* you claimed that your team was different, more focused on the success of your advertisers not just placing the next ad. I accepted that with my usual 'open' skepticism. What I found was you were 100% correct. From day one, I felt like the team at *Innovation & Tech Today* was in my corner, doing what they could to help me and make me feel comfortable with what we were doing."



*Innovation & Tech 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**

Our readers are educated, have a disposable income, and want to know all about the latest products and innovations.



# innovation & Tech Today

curtis



Hudson News



MICRO CENTER



## DISTRIBUTION

Curtis Circulation Services, the leading national distributor of magazines, will ensure complete saturation — bookstores, airports, newsstands and major retail outlets — of our perfect bound, slick, high-gloss coffee table publications 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.

Finally, tens of thousands of copies receive media partner distribution onsite at high-profile expos and trade shows (CES, CEDIA, C-Level @Mile High/CTA, Digital Book World, 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.

## TOTAL CIRCULATION:

300,000 printed copies  
(x 3-to-1 pass-along readership)  
+ 100,000 digital subscribers

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= 1,000,000+  
READERSHIP



*Innovation & Tech Today* is a proud media partner of the USA Science & Engineering Festival. Committed to celebrating innovation and investing in our future, the USA Science & Engineering Festival perfectly complements the mission of *I&T Today*. In addition to covering the festival in Washington D.C. in 2016, we're increasing STEM coverage in our new extended Education section. This new section will be repurposed for the USA Science & Engineering to be distributed to their email subscribers. You get the culture you celebrate, so celebrate STEM!

## inside each issue:

### CONVERSATIONS

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

### DEPARTMENTS

We kick off every issue by bringing you the hottest innovations, trends, executives, developments, strategies and success stories in our ever-popular departments:

- communications
- education
- gaming & entertainment
- green technology
- point of purchase retail
- security
- smart homes
- social media
- women in technology
- young tech
- future tech
- sports & wearables

### 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.

### STELLAR EDITORIAL TEAM

Innovation & Tech Today's editorial team combines veteran, award-winning business, technology and communications journalists with recognized industry experts on top of emerging technologies. Multiple award winners include Automotive Editor Michael Coates, Gaming & Entertainment editor John Gaudiosi, travel technology senior writer Rosemary O'Brien, technology and innovation feature writer Michael Mascioni, Social Media Editor Jake Faulstich, and Editor Robert Yehling. Together, the I&T Today editorial team exceeds 250 years of business and technology writing experience, providing the knowledge and insight to deliver game-changing stories for our business and consumer readers.



## FALL 2015: HOME AUTOMATION & SUSTAINABILITY

MATERIAL CLOSING DATE: AUGUST 24, 2015.

NEWSSTAND DISTRIBUTION RELEASE DATE: OCTOBER 7, 2015.

- Chris Carter: The man behind *The X-Files* talks TV and technology
- ComiCon: I&T Today coverage from a wild San Diego Convention Center
- Home Automation Issue: The Latest Tech You Won't Believe
- CEDIA 2015 Home Automation & Electronics Show Preview
- Sustainability: Wall-to-Wall Coverage of Sustainable Brands '15
- Tech Zones, Vol. 3: The North Carolina Triad (Raleigh-Durham-Charlotte)
- Top Video Games for the 2015 Holiday Season
- The Outdoor Retailer Show

## WINTER 2015: BUSINESS & EDUCATION

MATERIAL CLOSING DATE: NOVEMBER 1, 2015.

NEWSSTAND DISTRIBUTION RELEASE DATE: DECEMBER 8, 2015.

- How companies made the holiday season more sustainable
- Toy Story: Gadgets & Electronics Your Kids Will Understand, Even If You Don't
- Fashion's Cutting Edge Attitude Towards Tech
- Why Smart Wearables Exploded in 2015 (and Won't Stop Soon)
- I&T Today Holiday Gift Guide
- Sports & Adventure Tech: The Coolest Tech for Winter Sports
- Emerging Tech Zones, Vol. 4: Las Vegas

## SPRING 2016: TRANSPORTATION & ENERGY

MATERIAL CLOSING DATE: JANUARY 1, 2015.

NEWSSTAND DISTRIBUTION RELEASE DATE: FEBRUARY 8, 2015.

- International CES 2016: Full coverage from the floor of the tech and electronics extravaganza
- Connected cars and technology grow up: full auto show report
- North America's most sustainable companies - and how they've done it
- Hybrid cars and alternative fuels: Fact and fiction
- Here Comes the Sun: Solar is Back in a Big Way
- Page turners: Eye-opening developments at Digital Book World
- Emerging Tech Zones, Vol. 5: Seattle, WA

## SUMMER 2016: SPORTS & MEDICAL TECH

MATERIAL CLOSING DATE: APRIL 1, 2015.

NEWSSTAND DISTRIBUTION RELEASE DATE: MAY 8, 2015.

- How Medical Tech continues to grow: Interviews with 5 major disruptors
- I&T Today Hot 25: Hottest Sports & Medical Wearables
- The Rise of Smart Textiles
- STEM, Magnified: 2016 U.S. Science & Engineering Festival Preview
- How Ultra HD 4K, the Curve and Streaming TV Continue to Change Sports Viewing
- Travel and Adventure Tech
- Global Tech Zones
- Next Generation Communications

# innovation & Tech Today

## RATE CARD

Below are our advertising opportunities for the *Innovation & Tech Today* 2015 Series.

— YES! We accept Bitcoin. —

*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
1/6 Page Ad	\$2,495 net	\$7,950 net
Half Page Ad	\$12,495 net	\$29,950 net
Full Page Ad	\$19,950 net	\$55,000 net
Double Page Spread	\$24,950 net	\$72,000 net

*Prime Position + 20%*

WEBSITE ADS	ONE YEAR
Large Leaderboard	\$1,500 net
Medium Rectangle	\$900 net

ONSITE EXHIBITS	2015 TRADE CONVENTIONS
Special Promotion	\$3,500 net

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

EXCLUSIVE SPONSORSHIP	PER ISSUE
“Presented By” Issue Sponsorship	\$49,950 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 Exhibit 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.

## MAGAZINE SUBSCRIPTION RATES

One-year digital subscription \$2.99; One-year print & digital subscription 29.99, two-year \$39.99.



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## MAGAZINE SPECIFICATIONS

Layout templates for all ad sizes available upon request

### 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

### 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

### SIXTH PAGE/GIFT AD

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

## WEB SPECIFICATIONS

### LARGE LEADERBOARD

Size: 937x97

### MEDIUM RECTANGLE

Size: 300x250

### WEB REQUIREMENTS

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

## SUBMISSIONS

### SUBMIT ALL ADS TO

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

### FTP ACCESS

Upload via Fetch, FileZila or similar program  
**File Title:** CompanyName\_AdTitle\_Issue

**Hostname:** innotechtoday.com

**Port:** 22

**SFTP Username:** m0602467879899

**Password:** BWq\_s/38wH

### Print Requirements

**File Naming:** All files received should be named in the following format:  
CompanyName\_AdTitle\_Issue

### Preferred File Format:

PDF, High-resolution, non-compressed.  
Embed all fonts and images

### File Formats Accepted:

- Creative Cloud 2014
- InDesign (must include all support)
  - Illustrator (all fonts must be outlined)
  - Photoshop (with fonts)
  - High Resolution TIFF

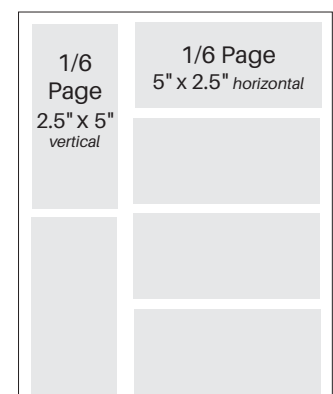
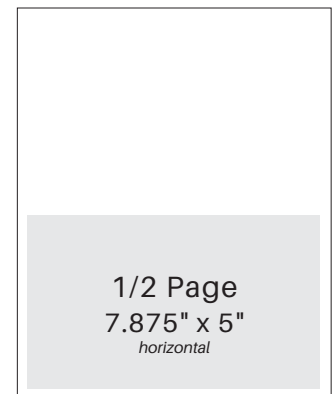
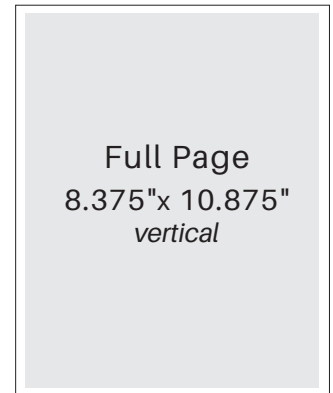
**Resolution:** 300 dpi

**Color:** CMYK, process

### Special Instructions:

- Do not include crop, registration, color bars or any printers marks. If necessary, please make offset .25"
- All colors should be CMYK in their native application. A color that has a process build but is listed as a "spot" in the native app will be flagged in our preflight system. In this event, we will contact you to correct and resubmit or we will convert using Adobe Ink Manager.
- When submitting your advertisement, please provide an **active & accurate** URL in your email to notify us of file upload. Our digital editions need this so that readers can reach the page you intended them to see.

**NOTE: Ads with copy/elements too close to the trim or without proper bleed will be rejected with notification for client to fix. If client cannot fix, the ad will be floated on the page with a white border.**





# innovation & Tech Today

The team at *Innovation & Tech Today* travels around the U.S. passionately promoting our publication and our valued advertisers alike at shows like the LA Auto Show, the CEDIA Expo in Denver, the Consumer Electronics Show in Las Vegas and Digital Book World in New York City, and the Sustainable Brands Conference in San Diego. Check out some of our favorite moments and happy fans. We look forward to seeing you at CES, CEDIA, the U.S.A. Science & Engineering Festival, and many other trade conventions in 2015 and beyond!

