



residential tech today

Media Kit



Residential Tech Today's executive editor Jeremy Glowacki is an editorial veteran with more than 20 years of professional experience with numerous publications. In 2000, he helped create and launch *Residential Systems*, a business and technology magazine for the custom integration business. He served as day-to-day editor of that title and content director of the CEDIA Daily, Systems Contractor News, and several other B2B titles until joining Innovative Properties Worldwide in 2018. Jeremy was named a CEDIA Fellow in 2012.

Each specially themed issue will have a guest editor who specializes in the field.

Home technology is a \$14 billion industry that is advancing rapidly to meet consumer demand for connected experiences. CEDIA, the leading global authority for home technology, is central to this growing industry, serving 3,700 manufacturers, designers and integrators of goods and services for the connected home. CEDIA's education and training opportunities, tools and events help member companies build relationships and stay relevant and informed.

To remain competitive and serve the needs of consumers, CEDIA's members and potential members must also stay in the know about the latest products, technologies and industry trends. That's where we come in, providing inspiring business profiles, exclusive interviews with thought leaders in the field, new product revolution, and insight on new legislation and growth in the market.

We differentiate ourselves from competitors through our hybrid audience of B2B and B2C readers and subscribers; delivering quality, credible content with the highest level of integrity; providing a consistent, reliable one-stop shop for independent industry news and information; and giving our subscribers access across a variety of platforms, including our website, electronic publications, special print editions, email newsletters, smart phone applications, smart reader applications, social media, streaming and multi-media hosting.

We offer a dedicated sales team, expert in attracting and retaining valuable advertisers, allowing our publication to have a larger budget than competitors.

An award-winning, experienced, reputable editorial team led by Innovative Properties Worldwide, lends *Residential Tech Today* credibility, global circulation, and world-class educational programming for members of this dynamic and growing industry.

The six print editions in our inaugural year will be perfect bound, glossy, and coffee-table quality. By its very design, our issues are meant not to be thrown away and as such have a very high pass-along readership.

Technology

An exploration of the constantly changing world of audio and video combined with the challenges of building reliable and secure home networks, control systems, and power management that incorporates AI, voice, and cloud-based technologies.

Innovator Profiles

This section is a veritable “who’s who” of the residential technology space. Through exclusive interview features, our Innovator Profiles will introduce you to the major influencers and thought leaders of the industry.

Media & Entertainment

We take you behind the scenes with the biggest names in entertainment and media. With exclusive interviews and thought-provoking features, our media & entertainment section provides insights into the popular culture of residential technology.

Events & Conferences

Keep up with the latest breakthroughs from our partners and affiliates with in-depth previews and coverage of events and conferences relevant to the booming home automation industry.

DIY

Engaging content to help early adopters and intelligent home enthusiasts easily understand the “how-to’s” of their equipment integrations.

Product Revolution

In an industry of constant innovation, it’s vital to highlight the products that drive the success of custom integration business. Our Product Revolution section gathers the essential accessories that are revolutionizing the residential tech industry.

Career and Education Training

The essentials for skill enhancement and continued education on the latest training and technology advancements.

Each issue also contains features on:

Outdoor Tech

Health Tech

Connected Cars

IoT and AI Developments

Green Tech Advancements

Art & Tech

Security

Issue Features

Issue 1: The Evolution of Video. 4K, 8k, 10k, and Faux K. What should you believe, how do you plan for it, and what do you need to know to prepare clients for the future?

Issue 2: The Intelligent Home. It’s time to stop talking about the Smart Home. Most people want more than just a home that is smart. They are looking to by AI technology for a system that anticipates their needs and reacts in an accommodating way.

Issue 3: The Network Ecosphere. Now, more than ever, it’s essential that home networks provide both wired and wireless accommodations to create the best service for the end-user customer as an increasing number of intelligent devices are added every year.

Issue 4: The Power of Power. The electrical infrastructure of the home is more complicated than it used to be, with line noise, grounding challenges, and complications to the way power distribution and routing can be tackled according to the National Electrical Code.

Issue 5: The Commercial Crossover. With the Google-fication of the workplace, more and more corporate offices environments are reflecting the same technologies found in the most advanced intelligent homes.

Issue 6: How Remote is Remote? The evolution of home control technology has involved not only voice integration and cloud-based infrastructure, but the incorporation of new security technologies and in-home health monitoring to allow an aging population to remain in their residences longer, and more safely.

TESTIMONIALS

Working with the Innovation & Tech Today team has been seamless. They are so responsive and accomodating; not all publications I've worked with are like that. I'm looking forward to working with them much more in the future!

– Kristin Howard, Dometic

The experience of working with Innovation & Tech Day was great, not only they are very active with all the requests, but also responded very efficiently. They always offer great value package and can adjust it to meet your requirement and budget. One of the best parts about working with them is that they always keep the conversation straightforward, easy to communicate with.

– Bernard Wang, Anda Seat

Working with the InnoTech team has brought a synergy and a definite upswing in business opportunity. From the beginning. Their enthusiasm has been contagious, and has helped generate ideas that enhance our brand visibility and image. We find the entire InnoTech team to be enthusiastic, flexible, helpful, and knowledgeable. We are proud to advertise in such a quality magazine.

– Steven E. Schulz,
Modulus Media Systems

Key Figures

- 17k printed copies per issue with a 3-to-1 pass along readership = **51k impressions per issue.**
- National newsstand rollout starting with September 2018 at CEDIA Expo.
- Print subscribers and direct-mail
- **150k digital** downloads/subscribers per issue
- Major digital newsstands and event partners and affiliate distribution.
- Total readership minimum guaranteed **1.2 million per year** including print, digitat, and on-site distribution.

Newsstand
curtis

Digital Delivery Platforms

amazon kindle

MAGZTER
DIGITAL NEWSSTAND
TAP • READ • ENJOY



zinio™

issuu

Event Partner Distribution

CEDIA™

CES

infocomm

GREENBUILD
INTERNATIONAL CONFERENCE AND EXPO

SOLARPOWER
INTERNATIONAL

**CONNECTED
TECHEXPO**
IoT • Security • Lighting • Controls for the Built Environment

LightShow west
Dedicated to the West Coast Marketplace

**ROCKY MOUNTAIN
INTERNATIONAL
AUDIO FEST**

**Smart Home
Summit**

Rate Card

Size	Single Issue (1x) (2 mos. of exposure) Print+Digital	Full Year (6x) (12 mos. of exposure) Print+Digital	Digital Domination Limited to 6 Partners Digital Only
Full Page:	\$7,500	\$36,000	\$4,950 Full page advertisement in Digital edition Two (2) month banner ad on restechtoday.com One (1) Newsletter banner per month Ten (10) Tweets per month One (1) Facebook Post per month One (1) LinkedIn Post per month Digital Distribution Rights of Residential Tech Today with customized cover and landing page Native advertising editorial piece on restechtoday.com and shared via newsletter and social media Complete page takeover – your web banners will be seen in web positions multiple times per week. 2 months of Digital Domination
DPS:	\$12,000	\$57,600	
IFC Spread:	\$14,950	\$71,750	
OBC:	\$19,950	\$94,950	
IBC:	\$10,750	\$51,500	
1/2 page:	\$4,500	\$21,600	
1/6 page:	\$825	\$3,950	

Website Banner Advertisements – 1 month term

728 x 90 – \$500

336 x 260 – \$350

Newsletter Advertisement – 1 Time

\$500

When asked about News Sources,

48.5%

of respondents rated Print Magazines and Publication Websites “Very Good,” only outranked by Manufacturer’s Websites.



Print Specifications

Full Page (See diagram on right)

TRIM: 8.375" x 10.875"

BLEED: 8.875" x 11.375"

Extend artwork .25" past trim on all 4 sides.

LIVE AREA: 7.875" x 10.375"

Keep all pertinent text & imagery within this space. 1/4" inside the trim line

Double Page Spread

TRIM: 16.75" x 10.875"

BLEED: 17.25" x 11.375"

Extend artwork .25" past trim on all 4 sides.

LIVE AREA: 16.25" x 10.375"

GUTTER: 1" center, no text

Half Page

SIZE: 7.875" x 5"

Contain within .5 border if needed

No Bleed

1/6 Page (Gift Guide)

SIZE:

Horizontal: 5" x 2.5"

Vertical: 2.5" x 5"

Floating ads – no bleed

File Submission

For files under 10MB, please email advertisement to:

production@goipw.com

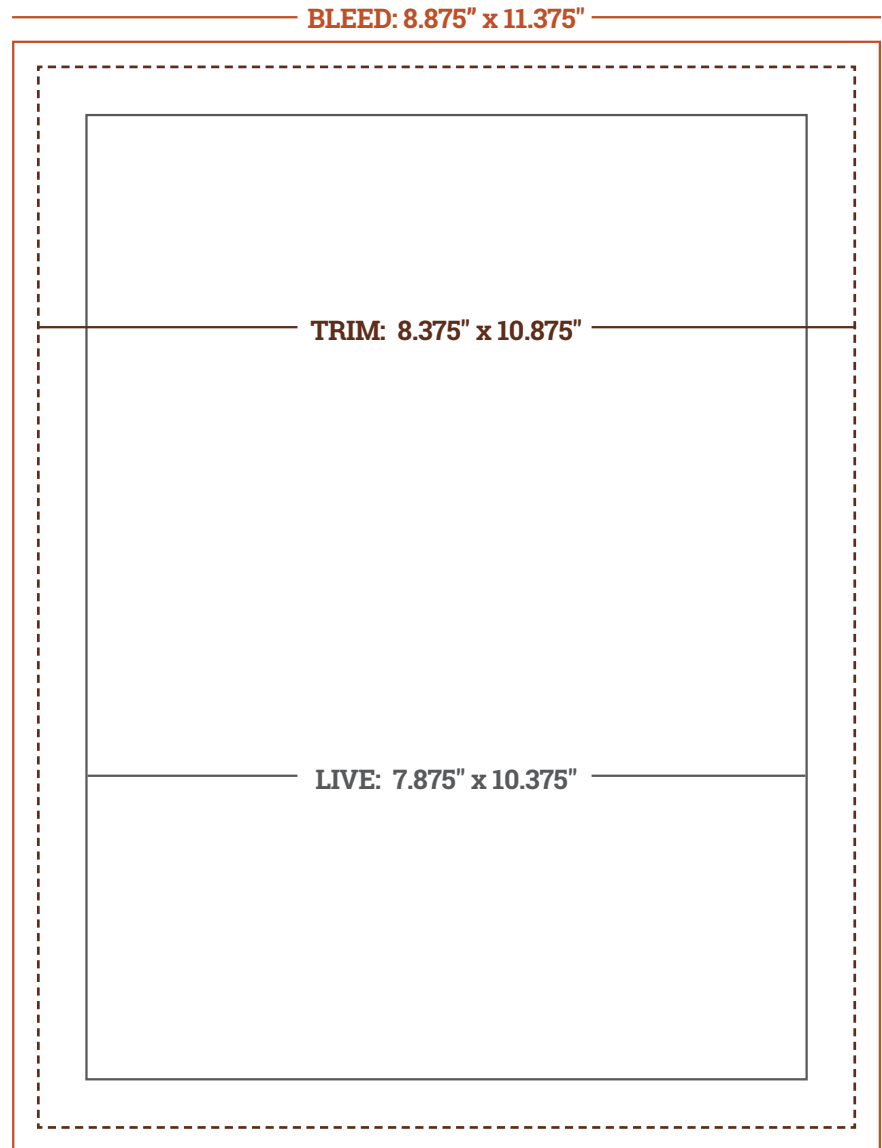
FTP Server:

Hostname: innotectoday.exavault.com

User: innotectodayads

Pass: G0lpw12345

Files are also accepted through Drop Box, Google Drive or other digital file delivery methods.



File Requirements

Preferred File Format:

- Press Ready High Resolution PDF
- Resolution: 300 DPI
- Color Format: CMYK only
- Quality: Maximum
- Compress text & line art

- **DO NOT** include any printer's marks (crops, registration or color bars)

Other File Formats Accepted:

High Resolution, unlayered TIFF

Resolution: 300 dpi **Color:** CMYK, process

Banner 728 x 90



728 x 90 Banner | GIF, JPG, PNG | Max file size: 200 kb

Rectangle 336 x 280



336x 280 Rectangle | GIF, JPG, PNG | Max file size: 200 kb

File Requirements

RESOLUTION: 72dpi // Color: RGB // Format: GIF, JPG, PNG

Remember be sure to include in your email the proper URL the advertisement should direct to.