Our mission is to inspire positive change by celebrating innovations in Science, Business, Entertainment, Sustainability, and STEM. How do we do that? We build lasting partnerships with innovative brands to bring our audience value and help build our partners’ businesses in the process.

"The absolute most serious problem humankind faces is climate change."
Innovation & Tech Today is a global leader of a new publishing model we call “New Print” – a strategy that GfK Research found has a 120% ROI.

Leveraging ultra-premium print quality ($12.99 per issue), a multi-channel digital distribution strategy, and our growing list of global event partners, we ensure our award-winning content and our advertising partners get in front of the largest possible audience.

**Highlights include:**

- 75,000 print impressions per quarter
- 4:1 pass along readership (our magazine doesn’t get thrown away)
- 350,000 digital impressions per quarter
- National newsstand distribution
- Affiliate distribution via Sustainable Brands, Green Festivals, Green Sports Alliance, etc.
- Onsite distribution at major tech events (CES, CEDIA, USASEF)
- Website & Newsletter impressions of 3.5 million per year through subscribers and page visitors.
- STEM Today - Approximately 100,000 impressions from digital distribution through the USA Science and Engineering Festival.

**Summer 2015**

Erik Weihenmayer discussed climbing Mount Everest as well as kayaking the Colorado river. After losing his sight as a teenager, he wants the world to live without barriers (hence the names of his philanthropic organizations: No Barriers, No Barriers Youth, and No Barriers Warriors)
Innovation & Tech Today is an official media partner of organizations around the world, including CES, CEDIA, USASEF, Greenbuild, and more. Our award-winning editorial and strategy has earned us national recognition from industry leaders and high-profile thought leaders alike.

Our editorial team includes veteran, award-winning business, technology and communications journalists, industry experts on top of emerging technologies. Fresh young voices obsessed with tech are the norm for our team. Multiple award winners include managing Editor Corey Noles, Automotive Editor Michael Coates, Gaming & Entertainment Editor John Gaudiosi, and Founding Editor and Senior Writer, Robert Yehling.

But hey, you don’t have to take our word for it.

“Everyone on the Innovation & Tech Today team has been so friendly and great to work with. They have taken the time to understand ELK’s focus on true security against physical intruders and cyber threats in this “connected focused” world. They have worked with us to tell our story through more than just advertising and we consider Innovation & Tech Today a valuable resource in developing awareness for the ELK brand. We truly appreciate how they go the extra mile.”

Amy Strickland – ELK Products, Inc.
Innovation & Tech Today blends the high-profile stories and cutting-edge tech consumers want with the news and innovative profiles businesses need.

Departments

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

Conversations and Profiles

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.

Recurring sections include:

- Crypto / NFT
- Gaming + Entertainment
- Outdoor Adventure and Travel Tech
- HealthTech
- STEM Today
- Sustainability Today
- Pet & Family Tech
- Women in Tech
- Product Revolution
- Tech Zone
- Smart Home Tech
- Turning a Dumb Home into a Smart Sustainable Home
We are a B2B and high-end B2C publication for tech enthusiasts, backyard scientists, entertainment lovers, and businesses wanting to stay relevant.

Our readers are educated, have disposable income, and care about sustainability, STEM, women in tech, and other important issues of our day.
Our audience cares about the environment, education, science communication, and discernible facts. They're looking for great stories and brands that stand for something bigger than their bottom lines.

We actively support and partner with organizations making a difference, such as USASEF, Greenbuild, Sustainable Brands, and others, which allows our advertising partners to support these causes too.
Co-Branded Digital Magazines

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 2018 & 2020, we’re increasing STEM coverage in our new extended Education section. This section is repurposed for the USA Science & Engineering to be distributed to their email subscribers. You get the culture you celebrate, so celebrate STEM!

As a proud media partner of Sustainable Brands, I&T Today is committed to discussing key issues in both corporate and personal sustainability including water use, food waste, electricity and fossil fuels, transportation, sustainability communications, green tech and initiatives, the intersection of business and sustainability, and more. Discussion and celebration of the strides made in sustainability are pivotal during this time in our country and planet’s history!
Spring 2022
NFT, Crypto and Web 3.0

- The Hottest NFTs of Today — and Tomorrow
- Blockchain 101? Here’s a Simple Guide to Get You Started
- Creative New Uses for NFTs
- Cybersecurity on the Blockchain
- Web 3.0 is the Path to the Future
- The Latest in Disease Prevention Tech
- New Developments in DNA
- Dumb Home into a Smart Home: Spring Kitchen & Bath
- The Hottest Baby Tech for Spring
- Building A Beast of A Gaming PC
- Outdoor Gear Guide: Golf Tech
- Product Revolution: Work From Home Must-Haves
- Tech Zone - North Carolina
- International Tech Zone - Puerto Rico

Estimated Closing Date: April 15, 2022

Summer 2022
Outdoor Tech, Cybersecurity

- Home Audio Engineering Masterpieces
- Bold New Frontiers in Augmented Reality
- Home Healthcare in a Post-Covid World
- Patio Tech for Your Outdoor Space
- International Tech Zones (France)
- E3 2022 Coverage
- Sustainability Leaders
- Dumb Home into a Smart Home: Summer Entertainment
- The Hottest Pet Tech Gear for Summer
- Tech for the Elderly
- Cybersecurity in Your Home Office
- Views from the James Webb Space Telescope
- Outdoor Gear Guide: Electric Bikes, Scooters & Accessories
- Product Revolution: Drones for any job
- Tech Zone - Buffalo, NY

Estimated Closing Date: July 10, 2022

Fall 2022
Connected Car, EVs, and Sustainability

- Smart Vehicles: The Exploding Autonomy Space Takes Center Stage
- 5 Ways to Make Your Car Smarter
- Science of Wellness: Three Amazing Breakthroughs
- A Beginner’s Guide to Crypto & NFTs
- A Preview of Automobility LA
- Going Green in the Age of Chargers
- The New Workplace: These Companies Never Went Back to the Office
- Dumb Home into a Smart Home: Fall Lighting, Security, Flooring & Paint
- Using AI in Healthcare
- Outdoor Gear Guide: Camping & Hiking
- Product Revolution: Ultimate Gaming Gear
- Tech Zone - Nashville, TN

Estimated Closing Date: September 30, 2022

Winter 2022
Smart Home, New Tech

- The Best Home Streaming Devices for Your Buck
- Turning Your Dumb House Into a Smart House — on a Budget
- Outdoor Gear Guide
- 5 Women Running the Show in Tech
- Tech Zone Dallas/Fort Worth, TX
- A Preview of CES 2023
- Top 50 Most Innovative Products of 2022
- Dumb Home into a Smart Home: Bedrooms, Blinds & Sound Systems
- Prepping for Super Bowl Sunday? The Latest in TV Tech
- Outdoor Gear Guide: Survival Tech
- Product Revolution: Audio & Video Must-Haves
- Tech Zone - Dallas / Fort Worth, TX

Estimated Closing Date: December 15, 2022
National Newsstand

Distribution and Press Partners

Digital Delivery Platforms

Major Event Media Partnerships
Ultra-Premium Print Magazines
Advertise in a magazine that represents the highest print quality available – award-winning editorial, 50 lb cardstock glossy cover, perfect bound, and advertisements from only the most innovative brands.

Ad sizes and rates include:

- Full Page – $12,500
- Double Page Spread – $19,950
- Half Page – $6,500
- 1/6 Page – $2,500
- Outside Back Cover – $29,950
- Inside Front Cover – $24,950
- Inside Back Cover – $17,450
- Table of Contents – $15,000

Print Section Sponsorships
Want to be associated with a full section of our magazine, such as our sections dedicated to Sustainability, STEM, or Security? Become a section sponsor and get your logo on every page of that section.

Cost: $7,500 – Includes Custom landing page, Editorial consideration as a sponsor, Legacy partner benefits.

The section sponsor is in the top left corner next to the section title.

Ask about Custom Publishing, Agency Services, Brand Ambassadors, and Product Placement in major motion pictures and music videos.
Newsletter Banner Ads
Want to get your ad in front of our audience in a more personalized way? Purchase a spot in our weekly newsletter! It’ll be delivered to the inboxes of over 29,000 subscribers.

Cost: $1,000 per send

Digital Banner Ads
Advertise on our website for one month with a banner ad on our home page and get tens of thousands of eyeballs on your company’s promotions and creative.

Cost: $1,000 for one month

Native Advertising
Increase engagement with your advertising by creating (or having us create) a native ad. These ads are thought leadership and best practice articles that feel like a natural part of the magazine. Whether you write it yourself or one of our specialists writes it for you, this is an opportunity to share your company’s vision with our readers.

We offer two native advertising options:
- Native Advertising (Created by You) $7,000
- Native Advertising (Created by Our Team) $7,500

*No more than 500 words per ad. All native ads will be designated as “Brought To You By (Company Name)”. Native advertising produced by our team will align to our editorial standards and AP Style Guide – i.e., it’ll be thought leadership, not a sales pitch.

Exclusive Product Deal Of The Week
Newsletter campaign/social promotion and product featured in online store. Cost: $1,500
Event Onsite Activation
As media partners with major trade events – including CES, CEDIA, and USASEF – we're uniquely able to boost the impressions of our magazine (and our partners) with the movers and shakers in the industry. We pull out all the stops with gorilla marketing strategies that ensure conference-wide buzz and that our partners can break through the chaos.
Cost: $3,500 per event

Online Sponsored Content
Designed to look like an editorial piece, but self promotional piece encouraging your services.
Cost: $3,500

Innovation Tech Talks Podcast Sponsorship
Sponsorship of our podcast, Innovation Tech Talks. Logo appearance and 30 second commercial slot.
Cost: $1,000 per episode

Social Media Promotion
Boost the impact of your advertisements by having us send your creative and messaging out via our social channels – Twitter, Instagram, Facebook, and LinkedIn.

- 1 Post per Month (All Channels) – $500
- 3 Posts per Month (All Channels) – $1,250
### Digital Domination Package

- **Premium B2B directory listing** for one year on innotechtoday.com
- Four **direct email blasts** to our subscriber base
- Twelve months **banner ads on Innovation & Tech Today Online**
- Two **podcast sponsorships** on Innovation Tech Talks
- Twelve **newsletter banner ads**
- Two online **sponsored content posts** to be shared through social media and newsletter
- Ongoing online **editorial consideration** for innotechtoday.com
- Four **product reviews** in print and online
- Twelve months **premium directory listing** on InnoTechToday.com
- **Unlimited digital distribution rights** for each issue
- Four **section sponsorships** inside Innovation & Tech Today per issue. *subject to availability
- Up to **100 copies of publication**. More available on request
- Potential **onsite event collaboration** (booths, passes, onsite interviews TBD)

**Rate card media value** - $53,950 net  
**Your Investment level** - Only $17,940 net

### Extreme Value Package

- Six months **full page ads** (2 issues) (print and digital, right-hand read opposite relevant editorial)
- Two **podcast sponsorships** on Innovation Tech Talks
- Six months of **banner ads on Innovation & Tech Today Online**
- Online **editorial consideration** - Will be sent out through Social Media and Newsletter
- **50 copies** and **Unlimited digital distribution rights** for each issue
- **Premium B2B directory listing** for one year on innotechtoday.com
- Four **section sponsorships** inside Innovation & Tech Today per issue. *subject to availability
- Up to **100 copies of publication**. More available on request
- Potential **onsite event collaboration** (booths, passes, onsite interviews TBD)

**Rate card media value** - $53,950 net  
**Your Investment level** - Only $17,940 net

### Print ONLY Frequency Package

- Twelve months of **full page ads** inside Innovation & Tech Today (4 issues) in print and digital editions
- Up to **50 copies** of the publication
- **Unlimited digital distribution rights** to the publication

**Rate card media value** - $50,000 net  
**Your Investment level** - Only $17,950 net
# Print Specs

**IMPORTANT:**

1. Please DO NOT include any printer's marks (crops, registration, or color bars, etc.)
2. On Full Page and Spread ads please double-check bleed is set to .25” on all sides

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<table>
<thead>
<tr>
<th>Full Page</th>
<th>Double Page Spread</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim: 8.375&quot; x 10.875&quot;</td>
<td>Trim: 16.75&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>Bleed: 8.875&quot; x 11.375&quot;</td>
<td>Bleed: 17.25&quot; x 11.375&quot;</td>
</tr>
<tr>
<td><strong>Extend artwork .25” past trim on all 4 sides.</strong></td>
<td><strong>Extend artwork .25” past trim on all 4 sides.</strong></td>
</tr>
<tr>
<td>Live Area: 7.875” x 10.375”</td>
<td>Live Area: 16.25” x 10.375”</td>
</tr>
<tr>
<td>Keep all pertinent text &amp; imagery within this space. Minimum recommended safety is 3/8” inside the trim line</td>
<td>Gutter: 1” center, no text</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Half Page</th>
<th>1/6 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size: 7.875” x 5”</td>
<td>Horizontal: 5” x 2.5”</td>
</tr>
<tr>
<td>Contain within .5 border if needed</td>
<td>Vertical: 2.5” x 5”</td>
</tr>
<tr>
<td>No Bleed</td>
<td>Floating Ads -- No Bleed</td>
</tr>
</tbody>
</table>

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**Full Page Templates Available**

- InDesign Template
- Illustrator Template
- Photoshop Template
- PDF Specs

Click icon to initiate template download

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**File Requirements**

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

**Other File Formats Accepted:**
- High Resolution, unlayered TIFF
- Resolution: 300 dpi  Color: CMYK, process

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**File Submission**

For files under 10MB, please email advertisement to: production@goipw.com

Files are also accepted through Drop Box, Google Drive or other digital file delivery methods.
Banner 728 x 90

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

Rectangle 300 x 250

300 x 250 Rectangle | GIF, JPG, PNG | Max file size: 200 kb

File Requirements

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

Remember: Include in your email the URL to which the advertisement should be directed when clicked.