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."" - Bill Nye

Fall 2015 Cover Story; Bill Nye shared his thoughts with us on climate change, STEM & STEAM, and his hope for the millennial generation.

Winter 2016; Special double-cover subject, Kevin Hart shares his I&T Today cover with his followers.
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 ($9.99 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)
- 275,000 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, and fresh young voices obsessed with tech. Multiple award winners include 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:**

- Hottest Innovations
- Tech Trends
- Innovative Profiles
- Product Showcases
- STEM
- Sustainability
- Women in Tech
- Pet & Family Tech
- Gaming & Entertainment
- Blockchain
- Cybersecurity
- Tech Zone
- Outdoor Tech
- Connected Home & Car
- Health Tech
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.

Average Household Income

$95,375

I&T Readers Age Ranges

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>42%</td>
</tr>
<tr>
<td>35-54</td>
<td>51%</td>
</tr>
</tbody>
</table>

I&T Demographic Breaks

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>35.0%</td>
</tr>
<tr>
<td>Female</td>
<td>65.0%</td>
</tr>
</tbody>
</table>
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.
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

Connected Car, EV's and Infotainment
- CES 2022
- Home Audio Masterpieces
- Taking Augmented Reality to the next
- Home Healthcare Post-Covid
- Tech Zone - ???
- International Tech Zones (France)
- Sustainability Leaders: ???
- Family and Pet Tech
- Build a Beast for Gaming

Estimated Closing Date: February 10, 2022

Fall 2022

Sports & Outdoor, Health Tech
- Esports Facilities
- The Latest in Med Tech
- Summer Gear Guide
- Outdoor Fitness
- Sleep Science
- Travel and Work Abroad
- Sustainability and Impact Investing
- Tech Zone - TBD

Estimated Closing Date: November 15, 2021

Summer 2022

New Tech and Sustainability
- Smart Vehicles
- Science of Wellness
- Crypto and NFTs
- Greener Energy Sources
- The New Workplace - TBD
- Pittsburgh Green Tech Hub
- Healthcare and Telehealth
- Tech Zone - TBD

Estimated Closing Date: May 15, 2022

Winter 2022

Smart Home, New Tech
- The Latest in Streamlining Technologies
- The Smart Home Revisited
- Outdoor Gear Guide
- Women in STEM
- Tech Zone (Ohio)
- Boomer Generation and Tech
- Top 50 Most Innovative Products of 2022
- Drones for Everything
- Kitchen Tech

Estimated Closing Date: November 15, 2021
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 – $9,500
- Double Page Spread – $14,950
- Half Page – $5,950
- 1/6 Page – $1,500
- Outside Back Cover – $24,950
- Inside Front Cover – $19,950
- Inside Back Cover – $12,350
- Table of Contents – $11,500

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: $1,500 – only available in addition to a Full Page Ad or larger.

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: $500 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: $500 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 Native Ad
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: $750 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
EDITORIAL TOPICS:
ISSUE FOCUS: Smart Home, Gaming & Entertainment

- The Latest in Streaming Technologies
- The Smart Home Revisited
- Outdoor Gear Guide
- Women in STEM
- Tech Zone (Colorado)
- Boomer Generation and Tech
- Work and Learn from Home
- Drones for Everything
- Kitchen Tech

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**Fall 2021 Issue**
3 Month Shelf Life (Print and Digital)

Newsstand Covers: TBD

Tentative Press Date: October 11, 2021

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**FALL PRINT SPECIAL**
One full page inside *Innovation & Tech Today*  
$9,500 NET

ONE FULL YEAR of full page ads inside *Innovation & Tech Today*  
$12,000 NET

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**DIGITAL DOMINATION**

- Premium B2B directory listing for one year on innotechtoday.com
- Four Direct email blasts to our subscriber base
- Twelve months banner ads on innotechtoday.com
- Four episode sponsor of the Innovation Tech Talks podcast
- Twelve newsletter banner ads
- One online native ad
- One online interview / product feature to be shared through Social media and newsletter
- Twelve months social media collaboration

12 MONTHS DIGITAL - $12,000 NET
Winter 2021 issue - Connected Car, EV’s and Infotainment
(Copies will be onsite at CES 2022)
Press Date: December 10th, 2021

EXPO DOMINATION (3 month package)

- One entry into Innovation & Tech Today Innovation Awards (awarded at CES 2022)
- 3 month banner ads on Innovation & Tech Today website
- 3 banner ads on TechBytes newsletter
- Online editorial for press releases (shared out through social media and newsletter)
- 3 month premium listing on InnoTechToday.com business directory
- One episode sponsor of Innovation Tech Talks podcast
- 1 direct email blasts to our subscriber base
- 3 months of social media collaboration
- Full page ad inside Innovation & Tech Today (print and digital editions)
- Unlimited digital distribution rights for print publication (share your ad with your network)

Package value on rate card - $18,199

Available for only: $10,950 net
Legacy Partner Lite Package - 12 months print and digital package

- Twelve months of full page ads inside Innovation & Tech Today (right-hand read, print and digital Editions)
- Twelve months of banner ads on innotechtoday.com
- Twelve newsletter banner ads inside TechBytes eNewsletter
- Deluxe B2B directory listing for one year on innotechtoday.com
- Four episode sponsor of the *Innovation Tech Talks* podcast
- Twelve months social media collaboration
- Unlimited digital distribution rights for each Innovation & Tech Today issue
- Up to 25 print copies of the publication

Only $32,370 NET as opposed to rate card of $60,950 NET

Legacy Partner Package - 12 months print and digital package

- Twelve months of prime position full page ads inside *Innovation & Tech Today* (Right-hand read, print and digital editions)
- Twelve months of banner ads on innotechtoday.com
- Twelve newsletter banner ads inside TechBytes eNewsletter
- Twelve months social media collaboration
- Unlimited digital distribution rights for each Innovation & Tech Today issue
- Six episode sponsor of the *Innovation Tech Talks* podcast
- Premium B2B directory listing for one year on innotechtoday.com
- Four direct email blasts to the *TechBytes eNewsletter* subscribers
- Two sponsored content pieces on innotechtoday.com
- Four product reviews in print and online
- Twelve months of section sponsorship inside *Innovation & Tech Today subject to availability*
- Up to 100 copies of publication. More available on request

Only $39,950 NET as opposed to open rate card of $85,050 NET

*Unlimited Digital distribution rights and landing page to share out. **Payment terms are Net 15 as standard, alternate payment must be agreed to by CFO ***Agency Services offered at legacy partner discount (PR, custom publishing, writing, web services, etc)*
### IMPORTANT:

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

<table>
<thead>
<tr>
<th>Full Page</th>
<th>Double Page Spread</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Trim:</strong> 8.375” x 10.875”</td>
<td><strong>Trim:</strong> 16.75” x 10.875”</td>
</tr>
<tr>
<td><strong>Bleed:</strong> 8.875” x 11.375”</td>
<td><strong>Bleed:</strong> 17.25” x 11.375”</td>
</tr>
<tr>
<td>Extend artwork .25” past trim on all 4 sides.</td>
<td>Extend artwork .25” past trim on all 4 sides.</td>
</tr>
<tr>
<td><strong>Live Area:</strong> 7.875” x 10.375”</td>
<td><strong>Live Area:</strong> 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><strong>Size:</strong> 7.875” x 5”</td>
<td><strong>Horizontal:</strong> 5” x 2.5”</td>
</tr>
<tr>
<td>Contain within .5 border if needed</td>
<td><strong>Vertical:</strong> 2.5” x 5”</td>
</tr>
<tr>
<td>No Bleed</td>
<td>Floating Ads -- No Bleed</td>
</tr>
</tbody>
</table>

### 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

### 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.
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.*