MEDIA KIT

INNOVATION & TECH TODAY

INNOVATOR PROFILE: 5 TECHNOLOGIES KEEPING PERSONNEL SAFE
SUMMER GEAR GUIDE
TECH ZONE: CALIFORNIA

ESSENTIAL
FRONTLINE WORKERS, REACTIVE TECHNOLOGIES,
AND OUR NEW AMERICAN "NORMAL"

STREAMING IS UP, MOVIE-GOING IS DOWN
UPGRADE TIME? SMART-HOME PRODUCT GUIDE
WHAT'S IN YOUR BACKYARD OASIS
HEALTHCARE EMPLOYEE TECH
WORKING REMOTELY REVISITED
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.

“\textbf{The absolute most serious problem humankind faces is climate change.}”

**Educate**

The public on the world’s most important issues.

**Inspire**

New generations of innovators and doers.

**Lead**

The conversation on important topics.

**Transform**

How people view the world and use technology.

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**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.
The Strategy

*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.

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**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
- 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

- Male: 35.0%
- Female: 65.0%
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!
Fall 2020

Home Automation & Entertainment
- Smart Building with Greenbuild
- Smart Apartment Innovations
- STEM Education
- Tech Zone: TBD
- Sustainability Leaders: Brands for Good

Estimated Closing Date: Est. Oct. 15 2020

Spring 2021

Sustainability & Smart Car Tech
- Smart Cities
- Sustainability
- Innovations in Blockchain
- Tech Zone: TBD
- STEM Education

Estimated Closing Date: February 1, 2021

Winter 2020

Year-End Issue
- CES Spotlight
- Connected Car and EV
- Tech Zone: TBD
- International Tech Zone: Mexico
- Top 50 Most Innovative Products of 2020

Estimated Closing Date: November 30, 2020

Summer 2021

Outdoor/Adventure & Med Tech/Health
- Innovator Profile
- Medical Tech & Digital Health Focus
- Tech Zone: TBD
- Outdoor Fitness
- Product Revolution Outdoor & Fitness

Estimated Closing Date: Est. TBD
EDITORIAL TOPICS:
Issue Focus: A Return to STEM
● Women in STEM
● The Future of Sports Gatherings
● Is Streaming the New Hollywood Model?
● Tech Zone: National Manufacturing Clusters
● The Continuing Evolution of eSports

The recurring sections include:
● Hottest Innovations
● Tech Trends
● Innovative Profiles
● Product Showcases
● STEM
● Sustainability
● Women in Tech
● Gaming & Entertainment
● Blockchain
● Cybersecurity
● Tech Zone
● Outdoor Tech
● Connected Home & Car
● Health Tech
● And More!

PACKAGES:

**Extreme Value package**
Six months in print and digital for price of only one Full Page (Fall is essentially free)

● Two Full page ads - Fall and Winter 2020 (Print and Digital)
● Two podcast sponsorships
● Six months of banner ads on Innovation & Tech Today Online
● Online Editorial Consideration - Will be sent out through Social Media and Newsletter
● Unlimited digital distribution rights for each issue

**Only $9,500 NET**

*Upgrade to Two Double page Spreads for only $4,500 more = $14,000 NET*
Packages

9 Month Digital Deluxe package

- Premium B2B directory listing for one year on innotechtoday.com
- 3 Direct email blasts to our subscriber base
- Nine months banner ads on innotechtoday.com
- Two podcast sponsorships
- Nine newsletter banner ads
- One online native ad
- One online interview / product feature to be shared through Social media and newsletter
- Ongoing online Editorial Consideration for innotechtoday.com
- Four Product Reviews in print and online
- One ‘Deal of the Week’ newsletter featured product / service
- One hour consulting
- Nine months social media collaboration
- Full page ad in Fall, Winter 2020 and Spring 2021 issues (print and digital editions)
- Unlimited digital distribution rights for each issue
- Up to 50 copies of publication

Only $11,950 NET

12 Month Digital Domination Package

- Premium B2B directory listing for one year on innotechtoday.com
- 6 Direct email blasts to our subscriber base
- Twelve months banner ads on InnoTechToday.com
- Four podcast sponsorships
- Twelve newsletter banner ads
- Three online native ad
- One online interview / product feature to be shared through Social media and newsletter
- Ongoing online editorial consideration for innotechtoday.com
- Four Product Reviews in print and online
- 1 deal of the week newsletter featured product / service
- Four hours consulting
- Twelve months social media collaboration
- Four Double Page spreads - Fall, Winter 2020, and Spring, Summer 2021 issues
- Unlimited digital distribution rights for each issue
- ONE section sponsorship per issue subject to availability
- Up to 100 copies of publication. More available on request

Only $35,800 NET

*Unlimited Digital distribution rights and custom 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)
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


Exclusive Deal Of The Week
Newsletter campaign/social promotion and product featured in online store. Cost: $1,500
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

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

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.
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.*

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

FB Live and Onsite Event Video Interview
Facebook Live video and onsite event interview with thought-leader from your company with professional production.

Cost: $2,500

Product Review Video Shoot
Video review of your product with professional production.

Cost: $1,500
**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>

### Full Page Templates Available

- [InDesign Template](#)
- [Illustrator Template](#)
- [Photoshop Template](#)
- [PDF Specs](#)

Click icon to initiate template download

### 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](mailto: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.