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 in combination with tools and events help member companies build relationships to 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 reviews, and insight into the evolving 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, podcasts, smartphone applications, smart reader applications, social media, and multimedia 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 bi-monthly print editions are published in a perfect bound, glossy format. 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, power management, lighting, and environmental systems that incorporate 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 introduce you to 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:
- Connected Home
- Health Tech
- Smart Devices
- Design Developments
- Green Tech
- Industry Relations Insights
- Security Trends
- Entertainment Tech Opportunities

“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
## 2022 Editorial Calendar

### January / February 2022

The Evolution of Video Technology. Picture quality of TVs and projectors have never looked better or been more affordable. What’s the next step for video technology, how do you plan for it, and what do you need to know to prepare for the future?

- Home Office Tech
- Home Theater Speakers

Material close date: **January 21st, 2022**

### March / April 2022

Outdoor Entertainment. The global pandemic generated more interest in enhancing home entertainment system both inside and outside the home. Now, more than ever, the quality of outdoor speaker, TVs, lighting, and Wi-Fi coverage is at the front of mind for homeowners.

- Doorbell and Security Cameras
- Touchscreens and Remote Controls

Material close date: **March 9th, 2022**

### May / June 2022

On-site at Infocomm

Access Control and Home Security. From video doorbells to professional-quality surveillance cameras, alarm panels, and motion sensors, the home security system has evolved into a combination of DIY and pro-level options.

- Lighting Control and Motorized Shades
- Healthy Home Tech

Material close date: **May 2nd, 2022**

### July / August 2022

Managing Residential Power. The electrical infrastructure of the home is more complicated than it used to be with line noise, grounding challenges, managing renewable energy sources as they enter the home.

- Projection Screens
- Soundbars

Material close date: **June 24th, 2022**

### September / October 2022

On-site at CEDIA Expo

The Network Backbone of the Home. 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 and cybersecurity risks increase.

- Video Projectors and TVs
- AV Distribution and Switching

Material close date: **August 29th, 2022**

### November / December 2022

Listening Test. Loudspeaker designs continue to evolve as new materials and computer-aided design tools enable audio manufacturers to improve and enhance the way music and movie audio are reproduced in the home environment.

- Power Management Products
- AV Receivers and Power Amplifiers

Material close date: **October 26th, 2022**
Key Figures

- 17k printed copies per issue with a 4-to-1 pass along readership = 68k print impressions per issue.
- National newsstand
- Print subscribers and direct mail
- **150k digital** downloads/subscribers per issue
- Major digital newsstands, event partners, and affiliate distribution
- Total readership minimum guaranteed **1.2 million per year** including print, digital, and on-site distribution.
- Website & Newsletter impressions of 500k per year through subscribers and page visitors.

National Newsstand

Digital Delivery Platforms

Event Partner Distribution
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)
  $5,000
- Native Advertising (Created by Our Team)
  $6,500

*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 CEDIA, CES, and Greenbuild – 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

Residential Tech Talks Podcast Sponsorship
Sponsorship of our podcast, Residential Tech Talks. Logo appearance and 30 second commercial slot.
Cost: $750 per episode

Exclusive Product Deal Of The Week
Newsletter campaign/social promotion and product featured in online store. Cost: $1,500
Newsletter Banner Ads
Want to get your ad in front of our audience in a more personalized and targeted way? Purchase a spot in our weekly Restech Review newsletter. It’ll be delivered to the inboxes of over 4,000 subscribers. **Cost: $500 per send**

Digital Banner Ads
Advertise on our website for one month with a banner ad on our home page and increase the eyeballs on your company’s promotions and creative. **Cost: $500 for one month**

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

Direct Email Blasts
Interested in sending a message to directly our email subscriber base of 9,000 active subscribers? **Cost: $1,500 per send**

Ask about Custom Publishing, Agency Services, Brand Ambassadors, and Product Placement in major motion pictures and music videos.
Print Specifications

**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

### Full Page
- **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. Minimum recommended safety is 3/8” 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
- **Horizontal:** 5” x 2.5”
- **Vertical:** 2.5” x 5”
- **Floating Ads -- No Bleed**

### 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.
Digital Specifications

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.*