2023 Media Kit
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 quarterly 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.

Sustainable Home Trends
With an ever growing focus on the healthy home; eco-friendly materials and biophilia are becoming a thing of today’s world, not tomorrow’s. We dive into the biggest building trends and healthy home tech.

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:
- Health Tech
- Smart Devices
- Design Developments
- Green Tech
- Industry Relations Insights
- Security Trends
- Control
- Video
- Lighting Control
- Home Audio
- Networks

NEW FOR 2023! Commercial Tech Today

“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
Volume 5: Issue 1  
(Spring 2023)
Video Display Developments, Motorized Window Shades
- Streaming Device Evolution
- Cybersecurity
- Video Walls
- Commercial Focus - Security
- Tech Zone: South Florida

Material close date: January 20th, 2022

Volume 5: Issue 2  
(Summer 2023)
Outdoor Tech, Home Security
- Tech for the Elderly
- Home Networks
- MDUs and Resimercial Tech
- Commercial Focus - AV / Conference Rooms
- Tech Zone: Southern California

Material close date: April 24th, 2022

Volume 5: Issue 3  
(Fall 2023)
On-site at CEDIA Expo
Light Fixtures, Home Control Systems
- Applying AI to Home Tech
- AV Over IP in the Home
- Remote Controls
- Commercial Focus - Pro AV / Stage Tech
- Tech Zone: Colorado

Material close date: August 10th, 2022

Volume 5: Issue 4  
(Winter 2023)
Healthy Home Tech, Loudspeakers
- Soundbars
- In-Wall Speakers
- AV Receivers and Amplifiers
- Commercial Focus - Kitchen and Bath
- Tech Zone: New York

Material close date: October 26th, 2022
Key Figures - 318k guaranteed impressions per issue

- 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
- 250k 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
A la carte

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.*

Section Sponsorships
Want to be associated with a full section of our magazine, such as our sections dedicated to Audio, Home Theater, or Outdoor Tech? 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.

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 – $7,500
- Double Page Spread – $12,000
- Half Page – $4,500
- 1/6 Page – $825
- Outside Back Cover – $19,950
- Inside Front Cover – $14,950
- Inside Back Cover – $10,750
- Table of Contents – $8,950

An example of native advertising is on the right in the image above.
Title Sponsorship - Residential Tech Talks Podcast

Presenting Sponsor on our podcast featuring our Executive Editor, Jeremy Glowacki and all media for one year.

Cost: $11,995 per year

Residential Tech Talks Podcast Sponsorship

Sponsorship of our podcast, Residential Tech Talks. Logo appearance and 30 second commercial slot.

Cost: $750 per episode

Online Native Ad

Designed to look like an editorial piece, but self promotional piece encouraging your services.

Cost: $3,500

Exclusive Product 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

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.
### Digital Domination Package
- **Premium B2B directory listing** for one year on restechtoday.com
- Four **direct email blasts** to our subscriber base
- Twelve months **banner ads on restechtoday.com**
- Two **podcast sponsorships** on Residential Tech Talks
- Twelve **newsletter banner ads**
- Two online **sponsored content posts** to be shared through social media and newsletter
- Ongoing online **editorial consideration** for restechtoday.com
- Three ‘Deal of the Week’ newsletter featured product / service

*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 Residential Tech Talks
- Six months of **banner ads on Residential 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 restechtoday.com
- Four **section sponsorships** inside Residential 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* - $97,950 net  
*Your Investment level* - Only $49,950 net

### Print ONLY Frequency Package
- Twelve months of **full page ads** inside Residential 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* - $49,000 net  
*Your Investment level* - Only $17,950 net

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### 12-Month Legacy Partner Package
- Twelve months of **full page ads** (print and digital, right-hand read opposite relevant editorial)
- Twelve months **banner ads on restechtoday.com**
- Twelve **newsletter banner ads**
- Twelve months **social media collaboration**
- Four **podcast sponsorships** on Residential Tech Talks
- Two online **sponsored content posts** to be shared through social media and newsletter
- Ongoing online **editorial consideration** for restechtoday.com
- Four **product reviews** in print and online
- Twelve months **premium directory listing** on restechtoday.com
- Unlimited **digital distribution rights** for each issue
- Four **section sponsorships** inside Residential 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* - $97,950 net  
*Your Investment level* - Only $49,950 net
As media partners with key events in our industry, we specialize in onsite activation and like to shine a light on all brands that will be attending and exhibiting these shows. With that in mind, we have created these packages to maximize your presence at the show.

**CEDIA 2022 Scavenger Hunt Package**
- One full page ad (print and digital, right-hand read opposite relevant editorial)
- On site interview at the show (in video or audio to be released online post-show)
- Residential Tech Today Golden Ticket Sponsor - Donate a prize and become a part of our scavenger hunt on the CEDIA show floor. Logo inclusion, social media collaboration and digital backlinks where applicable.
- Two months of banner ads on Residential Tech Today Online
- One direct email blast to our newsletter subscriber base
- Online editorial consideration - Will be sent out through Social Media and Newsletter
- 50 copies (can be posted at your booth) and Unlimited digital distribution rights for each issue
- Premium B2B directory listing for one year on restechtoday.com

*Rate card media value - $23,450 net
*Your investment level - Only $9,500 net - Upgrade to a double page spread for only $2,500 net

**Digital Event Promotion Package**
- Two months banner ads on Residential Tech Today Online
- Online Sponsored content or Online Native Ad on Residential Tech Today online - to be shared out through social media and newsletter
- Two direct email blasts to our subscriber base
- Two months social media collaboration
- Unlimited digital distribution rights to our publication

*Rate card media value - $7,500 net
*Your investment level - Only $4,950 net

**Event Frequency Package**
- Four full page ads (12 months, print and digital, right-hand read opposite relevant editorial)
- On site interview at the CEDIA show (in video or audio to be released online post-show)
- Residential Tech Today Golden Ticket Sponsor.*
- Online editorial consideration - Will be sent out through Social Media and Newsletter
- 50 copies (can be posted at your booth) and Unlimited digital distribution rights for each issue
- Premium B2B directory listing for one year on restechtoday.com

*Rate card media value - $41,950 net
*Your investment level - Only $23,940 net
### 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
- **Id InDesign Template**
- **Ai Illustrator Template**
- **Ps 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
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.