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.
Editorial Outline

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
## 2020 Editorial Calendar

### August/September/October 2020
**Embracing Biophilia.** The "healthy home" is being discussed as the next frontier for the evolution of smart technology. Finding the best way to turn the smart home into an environment that mimics the natural world for improved health and wellness of its occupants, from human-centric lighting, to proper sound isolation, air handling, and water purification.  **FOCUS:** BATHROOM TECH // **Materials Close Date:** 7/15/20

### November/December 2020
**Faster Mobile Internet.** 5G technology is the next generation of wireless communications. It is expected to provide internet connections that are at least 40 times faster than 4G LTE. The introduction of 5G holds many promises in the world of technology, particularly related to self-driving vehicles. Find out how it will impact home technology in the near future.  **FOCUS:** WELLNESS & HOME OFFICE // **Materials Close Date:** 10/30/20

### January/February 2021
**Privacy and Security Matters.** There are more internet-connected devices in the home than ever before, which adds remote control conveniences and efficiencies but also potential privacy mistakes and security breaches. Find out how home networks can be protected and what lessons can be learned from prior incidents.  **FOCUS:** KITCHEN TECH // **Materials Close Date:** TBD

### March/April 2021
**Issue Feature TBD:** Editorial synopsis to come  
**FOCUS:** HOME ENTERTAINMENT // **Materials Close Date:** TBD

### May/June 2021
**Issue Feature TBD:** Editorial synopsis to come  
**FOCUS:** OUTDOOR TECH // **Materials Close Date:** TBD

### July 2021
**Issue Feature TBD:** Editorial synopsis to come  
**FOCUS:** TBD // **Materials Close Date:** TBD
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

residential tech today
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 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.

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
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

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

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

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**

Ask about Custom Publishing, Agency Services, Brand Ambassadors, and Product Placement in major motion pictures and music videos.
The “healthy home” is being discussed as the next frontier for the evolution of smart technology. Finding the best way to turn the smart home into an environment that mimics the natural world for improved health and wellness of its occupants, from human-centric lighting, to proper sound isolation, air handling, and water purification.

**EDITORIAL TOPICS:**

- Quick Bits “From a technology perspective, how would you describe the ‘healthy home’ to clients?”
- Dept: Connected Home: Crestron develops professional-grade home conferencing technology
- 5 Takeaways from the Z-Wave 2020 State of the Ecosystem Report
- Tech Tips: The 5 Worst Home Networking Mistakes
- The high-end private cinema series, part 3
- Tech Advisor: Helping the World Zoomify During COVID-19
- We ask tech professionals what practical first steps they are taking to embrace the opportunity, from human-centric lighting and automated shades, to air and water filtration

**PACKAGES:**

**Extreme value package**
Six months in print and digital (Aug/Sept/Oct. 2020 is essentially free)
- Six months standard business directory
- Six months of banner ads on ResTechToday.com
- Two podcast sponsorships
- Online Editorial Consideration
- Unlimited digital distribution rights for each issue

Only $5,950 NET
*Upgrade to three double-page spreads for only $4,000 more = $9,950 NET*
8-Month Digital Deluxe

- Premium B2B directory listing for one year on restechtoday.com
- Four direct email blasts to our subscriber base
- Eight months of banner ads
- Three podcast sponsorships
- Eight 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 restechtoday.com
- Four product reviews in print and online - One per issue
- One ‘Deal of the Week’ newsletter featured product / service
- One hour consulting
- Eight months social media collaboration
- Four full page ads - Aug/Sept/Oct, Nov/Dec 2020, Jan/Feb and March/April 2021 (print and digital)
- 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 restechtoday.com
- Eight Direct email blasts to our subscriber base
- Twelve months of banner ads on restechtoday.com
- Six 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 restechtoday.com
- Five product reviews in print and online
- One ‘Deal of the Week’ newsletter featured product / service
- Four hours consulting
- Twelve months social media collaboration
- Unlimited digital distribution rights for each issue
- ONE section sponsorship per issue
- Unlimited digital distribution rights and custom landing page to share out

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)
## 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

<table>
<thead>
<tr>
<th>Full Page</th>
<th>Double Page Spread</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Trim:</strong> 8.375&quot; x 10.875&quot;</td>
<td><strong>Trim:</strong> 16.75&quot; x 10.875&quot;</td>
</tr>
<tr>
<td><strong>Bleed:</strong> 8.875&quot; x 11.375&quot;</td>
<td><strong>Bleed:</strong> 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><strong>Live Area:</strong> 7.875&quot; x 10.375&quot;</td>
<td><strong>Live Area:</strong> 16.25&quot; x 10.375&quot;</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><strong>Gutter:</strong> 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&quot; x 5&quot;</td>
<td><strong>Horizontal:</strong> 5&quot; x 2.5&quot;</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](Id.png)
![Illustrator Template](Ai.png)
![Photoshop Template](Ps.png)
![PDF Specs](Pdf.png)

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.