It Is Innovation (i3) 2019
MEDIA KIT
CTA.tech/i3
i3 By the Numbers

*It Is Innovation (i3)*, the official publication of the Consumer Technology Association (CTA)™, focuses on innovation in technology, policy and business as well as the entrepreneurs and startups who grow the industry.

Readers include the professionals that design, manufacture, buy, distribute and analyze products and trends for the $377 billion consumer technology industry that supports more than 15 million U.S. jobs.

CTA’s 2,200 member companies – 80 percent are small businesses and startups, others are among the world’s top brands – create the products, services, apps and technologies that improve lives around the world.

**Airport Shuttles**

- Logan, Boston
- LaGuardia, New York, NY
- Reagan National, Washington, DC

6 issues per year

Additional distribution at events during the year including CES.

**Circulation Fast Facts**

- **38,600**
  - Circulation (includes print and digital)
  - Based on May/June 2018 BPA Circulation Statement
- **20,000**
  - Bonus Global Audience
- **58,600**
  - Total Circulation
- **535**
  - Members of Congress
- **2,220**
  - CTA Member Companies
- **25%**
  - Unique open rate

**Top rated aspects of i3 magazine** (% rating “good” or “excellent”):

- **91%** Technology coverage
- **86** Accuracy of information
- **85** Readability of articles
- **85** Product trends
- **83** Timeliness of topics
- **82** Graphics and color schemes

Based on Publisher’s Own Data, May/June 2018

**Based on i3 Reader Survey**

91% Technology coverage

86 Accuracy of information

85 Readability of articles

85 Product trends

83 Timeliness of topics

82 Graphics and color schemes
Unrivaled Circulation

**TOP 10 INTERNATIONAL RETAILERS**

<table>
<thead>
<tr>
<th>Brick-and-Mortar Stores</th>
<th>E-Commerce Retailers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>amazon</strong></td>
<td>Amazon.com</td>
</tr>
<tr>
<td><strong>Best Buy</strong></td>
<td>Walmart.com</td>
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<tr>
<td>SHANGHAI DL</td>
<td>Newegg.com</td>
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<tr>
<td><strong>Walmart</strong></td>
<td>Zappos.com</td>
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<tr>
<td><strong>Newegg</strong></td>
<td>JET.com</td>
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<tr>
<td><strong>ZOL</strong></td>
<td>ShoppersChoice.com</td>
</tr>
<tr>
<td>Target</td>
<td>Alarm.com</td>
</tr>
<tr>
<td>AT&amp;T</td>
<td>Suning.com</td>
</tr>
<tr>
<td>Fry’s Electronic</td>
<td>SamsClub.com</td>
</tr>
<tr>
<td>T-Mobile</td>
<td>Forbes.com</td>
</tr>
</tbody>
</table>

**Top 10 Business Audiences**

- Retailers
- CTA Member Companies
- Manufacturers/Engineering
- Advertising
- Distributors
- Consulting
- Software Development/Publishing
- Electronic Components
- IT/MIS
- Entertainment

Based on Publisher’s Own Data, May/June 2018

*Eddie Award*, Full Issue (N/D 2017), FOLIO
*Top 25 Tabbie Best Issue Award* (J/A 2017), TABPI
*Platinum Award*, Hermes
*Gold Award*, Association Trends
*Winners Circle Award*, i3’s section, 2018 CES Show Daily, Art of the Show Competition
Unrivaled Circulation

Top 5 International Audiences
- China: 59%
- South Korea: 29%
- Japan: 7%
- Taiwan: 2%
- France: 1%

Top 5 Audiences by Title
- Final Decision Maker: 33%
- Significant Influence: 28%
- Research New Products: 19%
- Not Applicable: 13%

Affluence (All About the Money)
- Under $1 Million: 25%
- $1-$5 Million: 16%
- $5-$10 Million: 16%
- $10-$50 Million: 6%
- $50-$250 Million: 6%
- More than $500 Million: 3%

Influence (Movers and Shakers)
- Final Decision Maker: 29%
- Significant Influence: 7%
- Research New Products: 6%
- Not Applicable: 15%
It is Innovation (i3): Technology, Policy & Business

JANUARY/ FEBRUARY: CES 2019 SHOW ISSUE
- Distributor Roundtable
- Cars Connect to Smart Homes
- Smart Cities: Estonia
- AR/VR in Sports
- SC Deploys
- AI in Health Care
- Immersive Entertainment
- International Focus: London

BONUS DISTRIBUTION AT CES® 2019
- C Space: Future of Marketing
- Eureka Park Entrepreneurs
- CES Unveiled Las Vegas
- Innovations Awards Showcase

AD CLOSE: NOV. 14
AD MATERIALS: NOV. 21

MARCH/ APRIL
- Drones & Retail Delivery
- CES Car Tech
- Eureka Park Roundup
- Future of Jobs
- IoT Security
- International Focus: Taipei, Taiwan

BONUS DISTRIBUTION:
CES on the Hill/Digital Patriots Dinner Technology & Standards Spring Forum

AD CLOSE: FEB. 11
AD MATERIALS: FEB. 22

MAY/ JUNE
- The Future of Retail
- Automakers Invest in Startups
- Digital Therapeutics
- Facial Recognition & Biometrics
- High-res Audio, 4K UHD, VR
- International Focus: Seoul, South Korea

BONUS DISTRIBUTION:
CES Asia 2019 CEO Summit

AD CLOSE: APRIL 2
AD MATERIALS: APRIL 11

JULY/ AUGUST
- Blockchain at Retail
- Self-driving Tech
- Robotics
- OLED Advances
- Gaming & Sports Tech
- International Focus: Stockholm, Sweden

SEPTEMBER/ OCTOBER
- Cryptocurrency
- AI, Big Data and Analytics Enhance Retail
- Connected Auto Tech
- SC & Security
- Wearables
- International Focus: Paris, France

BONUS DISTRIBUTION:
CTA Innovate Celebrate Technology and Standards Fall Forum CES Unveiled Amsterdam CES Unveiled Paris

AD CLOSE: AUGUST 12
AD MATERIALS: AUGUST 26

NOVEMBER/ DECEMBER: THE CES 2020 PREVIEW ISSUE
- VR and AR at Retail
- Intelligent Transportation
- Proactive Health Care
- Sharing Economy
- Secure Smart Home
- International Focus: Hong Kong

BONUS DISTRIBUTION:
- CT Hall of Fame Dinner
- CES Unveiled New York

AD CLOSE: OCTOBER 3
AD MATERIALS: OCTOBER 17-26

EDITORIAL CONTACT:
Cindy Stevens
Editor-in-chief
cstevens@CTA.tech

IN EVERY ISSUE: From the CEO • Innovator • C4 • A Technology to Watch • International Focus • Pipeline • Tech Hub • Innovation Movement • Inside Policy • Faces of Innovation • Guest Blog • Green Policy • By the Numbers • C Space • CTA Reports • Market Beat • Stats & Facts

*Editorial features may change
Showcase your brand to thousands of tech industry leaders at CES 2019. Advertise in the Official CES Show Guide & Maps (60,000) and CTA’s flagship magazine It Is Innovation (i3) (20,000 onsite).

i3 highlights entrepreneurs and innovation in consumer technology, policy and business.

- **Official CES Show Guide & Maps** ........................................... $7,500
- **Official CES Show Guide + i3’s CES issue** .............................. $9,500 (Value $12,500)
- **Official CES Show Guide + i3 CES Pre-Show**
  and CES 2019 issues + 4 issues of i3 ........................................ $14,500 (Value $27,500)

**Unique distribution at CES:**

- CES Unveiled Las Vegas (media event)
- The CES Innovation Awards Showcase
- All exhibitor booths
- Publication bins
- CTA lounges
- CTA executive suite
- Government affairs packages + suite
- All media rooms
- CTA Center in the Grand Lobby

**Limited Premium Space Available...Contact us Today!**

CONTACT: Eric Schwartz: eschwartz@CTA.tech or Oleg Burdo: oburdo@CTA.tech

#CES2019 | January 8-11 | Las Vegas, NV | Register at CES.tech
Promote Your Brand all Year to Top Industry Leaders

Print/Digital Advertising
Connect with i3 readers, and brand your company and executives as thought leaders in consumer technology. Leverage our CES Show Guide and i3 specials to promote your brand to the CES channel all year. Sponsorship of digital edition per issue: $3,500.

Branded Content
Share your expertise with i3 readers with our sponsored content opportunities through a case study or native content supplement. Call Representative for bundle deals, $7,000 per page.

Dedicated Send E-mail
- Sponsor the i3 e-newsletter with an open rate of 25% to more than 58,000 readers.
- Leverage the CTA SmartBrief e-newsletter to send your message to more than 77,000 subscribers.

Online advertising on i3’s website
Specs 300x250 pixels on the right rail $2,500 per month.

Magazine trim size: 8.25 x 10.875

<table>
<thead>
<tr>
<th>Ad close</th>
<th>Materials Due</th>
<th>AD RATES 1X</th>
<th>AD RATES 6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb 2019</td>
<td>November 14</td>
<td>$3,500</td>
<td>$2,750</td>
</tr>
<tr>
<td>Mar/Apr 2019</td>
<td>February 11</td>
<td>$3,500</td>
<td>$2,750</td>
</tr>
<tr>
<td>May/June</td>
<td>April 2</td>
<td>$2,995</td>
<td>$1,995</td>
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<tr>
<td>July/August</td>
<td>June 6</td>
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<tr>
<td>Sept/Oct</td>
<td>August 12</td>
<td></td>
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<tr>
<td>Nov/Dec</td>
<td>October 3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

FOR SALES INFORMATION PLEASE CONTACT:

Eric Schwartz
267-879-2167
eschwartz@CTA.tech

Oleg Burdo
703-907-5257
oburdo@CTA.tech
POLICIES

Agencies: A 15% commission on gross billing is allowed to recognized agencies on space, color and position if paid within thirty (30) days of the invoice date. Production charges, including, but not limited to, insert handling, special binding of inserts or reprints, are non-commissionable.

Payment Terms: All prepaid invoices receive a 1.5% discount. All invoices outstanding after thirty (30) days will incur a 1.5% per month (18% per year) finance charge. All invoices outstanding after ninety (90) days may be referred to a collection agency. All orders are subject to our credit requirements.

Cancellations: A 50% cancellation fee will be charged if the ad is cancelled prior to the space closing date. The advertiser will be charged for the insertion if space is cancelled after the closing date.

REQUIREMENT FOR DIGITAL ADVERTISING MATERIALS

Disks: CD-ROM. Files may also be transmitted to our FTP site. Contact your advertising representative or ad traffic manager for details.

Desktop File Formats: PDF, EPS or TIFF.

Proofs: A black-and-white composite proof at 100% size should be provided with all ads. If your ad contains four-color scanned images or builds of three or more colors, provide a high-end digital color proof (Iris, Approval, Polaproof, etc.). CTA is not responsible for color shifts due to differences between the file and the proof.

File Submission: To submit ads electronically, use the following link: https://sendit.mcmurrytmg.com/filedrop/cea. Send ONLY the files to be used in your ad. Include a printout of the contents of your disk.

PDF File Construction Guidelines:
- Build pages to trim size and extend elements 1/8" beyond trim if bleed is required.
- All color images must be in CMYK mode; no RGB images.
- All continuous tone images must have a resolution of at least 266 dpi at 100%. Scanned black-and-white line art should have a minimum resolution of 800 dpi at 100% and a maximum resolution of 2400 dpi.
- Do not embed ICC profiles within images.
- Four-color solids and images should not exceed SWOP density of 280%.
- Make Postscript files at least 1/4" larger than ad trim size to allow for 1/8" bleed around the perimeter.
- All high-resolution images and fonts must be embedded when the PDF file is distilled. Use Acrobat Distiller’s “Press Optimized” setting or PDF X-1a for creating the PDF.

Disclaimer: CTA will check advertiser’s digital ads. If additional work is necessary to ensure proper output of ads, additional production charges may apply and the advertiser will forfeit any commission. If delays due to missing font or image files are incurred, late charges may apply.

MATERIALS CONTACT/SHIPPING INFORMATION

By submitting advertising materials to CTA (the “Publisher”), the Advertiser and its Agency agree that all terms of this document are binding. No other conditions shall be binding unless specifically agreed to in writing. No officer, employee or agent of the Publisher has the authority to waive this provision.

All insertion orders are subject to the provisions of this card. Rates are subject to change by the Publisher, at which time reserved space may be cancelled without incurring frequent-rate penalties. Any other cancellations will result in an adjustment to reflect the actual space used at the earned frequency rate.

Position specifications stipulated on insertion orders are not treated as binding. No allowances are made if position requests are not granted. The Publisher reserves the right to refuse to accept any advertising or to cancel any advertising at any time.

The Publisher is not liable for delays in delivery and/or non-delivery due to causes beyond the Publisher’s control, including, but not limited to, acts of God, labor problems or government regulations. The Publisher is not liable for (1) any costs related to its failure to publish an advertisement or (2) errors in key numbers. The Publisher’s liability shall not exceed the cost of the space ordered.

The Advertiser and its Agency stipulate that they are properly authorized to publish the material they present to the Publisher, and that these materials do not libel any individual or entity or violate the rights of any third party. The Advertiser and its Agency further indemnify the Publisher and its affiliates from any liabilities, damages or expenses (including costs of defense) arising out of the publication of their advertisement.

QUESTIONS?

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