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 world’s leading innovators – from startups to global brands – helping support more than 18 million American 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.

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**Circulation Fast Facts**

51,780 **TOTAL CIRCULATION**

30,879 Circulation (includes print and digital)

Based on May/June 2019 BPA Circulation Statement

20,901 Bonus Global Audience

535 Members of Congress

2,200 CTA Member Companies

28% Unique open rate

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**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

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Based on Publisher’s Own Data, May/June 2019

Based on i3 Reader Survey
Unrivaled Circulation

**TOP TEN International Retailers**

**BRICK-AND-MORTAR STORES**

- 3M
- AT&T
- Amazon
- Best Buy
- Deloitte
- Google
- Intel
- Microsoft
- Samsung
- Walmart

**E-COMMERCE RETAILERS**

- Alarm.com
- Amazon
- Booking.com
- JD.com
- Jet
- Neuenegg
- Sams Club
- Walmart
- Zappos

Based on Publisher’s Own Data, May/June 2019

**TOP TEN Business Audiences**

<table>
<thead>
<tr>
<th>Audience Type</th>
<th>Readership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>5,160</td>
</tr>
<tr>
<td>Manufacturers/Engineering</td>
<td>4,417</td>
</tr>
<tr>
<td>CTA Member Companies</td>
<td>2,200</td>
</tr>
<tr>
<td>Distribution</td>
<td>980</td>
</tr>
<tr>
<td>Consulting</td>
<td>949</td>
</tr>
<tr>
<td>Software Development/Publishing</td>
<td>798</td>
</tr>
<tr>
<td>Advertising</td>
<td>744</td>
</tr>
<tr>
<td>Entertainment</td>
<td>515</td>
</tr>
<tr>
<td>Business Services</td>
<td>405</td>
</tr>
<tr>
<td>IT/MIS</td>
<td>399</td>
</tr>
</tbody>
</table>

Based on Publisher’s Own Data, May/June 2019

**2019 Awards**

- **Platinum Award Winner**, PR News
- **Best Single Issue**, Tabbie Award
- **Platinum Award**, Hermes Creative Awards
- **Gold Award**, Association Trends All-Media Contest
- **Publication Excellence**, APEX Award
- **Finalist**, Folio Eddie & Ozzie Award
Unrivaled Circulation

Top 5 International Audiences

- China: 29 (51%)
- South Korea: 7
- Japan: 6
- Taiwan: 4
- India: 3

Top 5 Audiences by Title

- President/Owner/Founder: 8
- Vice President: 9
- Director/General Manager/Senior Manager: 10
- Buyer: 15
- Engineer: 16

Affluence
(All About the Money)

- Under $1 million: 3
- $1-$5 million: 3
- $5-$10 million: 11
- $10-$50 million: 22

Influence
(Movers and Shakers)

- Final Decision Maker: 12
- Significant Influence: 4
- Initial Recommendations: 30
- Research New Products: 4
- Not Applicable: 1

Based on Publisher’s Own Data, May/June 2019
## 2020 Editorial Calendar

### JANUARY/FEBRUARY: CES 2020 SHOW ISSUE
- The Buying Group Roundtable
- Next Gen TV
- Future Car Interiors
- 5G Deploys
- Tech for Good
- eGaming
- Biometric Advances
- Digital Health Tech
- IoT Security
- International Focus: Germany
- C Space: Future of Marketing
- Eureka Park Entrepreneurs
- Innovations Awards Showcase

**SPECIAL:**
CES Unveiled Las Vegas
CES 2020

### MARCH/APRIL
- The Blockchain
- Distributor Roundtable
- AR/VR/MR Entertainment
- CES Car Tech Recap
- Eureka Park Profiles
- Smart Cities
- International Focus: London

**SPECIAL:**
CES on the Hill/Digital Patriots Dinner
Technology & Standards Spring Forum

### MAY/JUNE
- Connected Cars
- Companion Robots
- Resilience
- Quantum Computing
- Digital Health Care
- Selling High-res Audio, 4K UHD, VR
- International Focus: Vietnam

**SPECIAL:**
CES Asia 2020 CEO Summit

### JULY/AUGUST
- Cryptocurrency
- AI at Retail
- Facial Recognition
- Vehicle Tech
- The Future of TV
- Sports Tech/eSports
- International Focus: Amsterdam, Netherlands

### SEPTEMBER/OCTOBER
- Self-driving Cars
- Artificial Intelligence Advances
- 5G and Mobile Connectivity
- Smart Assistants Connect the Home
- Travel & Tourism
- Big Data Enhances Retail
- International Focus: Malaysia

**SPECIAL:**
Technology and Standards Fall Forum
CES Unveiled Amsterdam
CES Unveiled Paris

### NOVEMBER/DECEMBER: THE CES 2021 PREVIEW ISSUE
- Smart Cities
- Connected Auto Tech
- VR and AR in Health Care
- Robotics
- Experiential Retail
- Cybersecurity
- International Focus: Paris, France

**SPECIAL:**
CT Hall of Fame Dinner
CES Unveiled New York

### AD CLOSE:
- NOVEMBER 15
- AD MATERIALS: NOVEMBER 22
- FEBRUARY 13
- AD MATERIALS: FEBRUARY 26
- APRIL 15
- AD MATERIALS: APRIL 29
- JUNE 5
- AD MATERIALS: JUNE 12
- AUGUST 12
- AD MATERIALS: AUGUST 26
- SEPTEMBER 28
- AD MATERIALS: OCTOBER 12

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**EDITORIAL CONTACT:**

CINDY STEVENS
EDITOR-IN-CHIEF
CSTEVENS@CTA.TECH

*Editorial features may change*
Showcase your brand to thousands of tech industry leaders at CES 2020. 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** ................................................................. $5,000

**Official CES Show Guide & Maps + i3’s CES issue** ............... $9,500 (Value $12,500)

**Official CES Show Guide & Maps + i3 November/December Pre-CES Issue, the CES 2020 issue and four extra issues of i3** .............. $14,500 (Value $27,500)

**RESERVE YOUR SPACE IN i3 FOR THE YEAR TO GET THE GREATEST VALUE AND EARN CES PRIORITY POINTS WITH YOUR AD**

**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: Eric Schwartz: eschwartz@CTA.tech

#CES2020 | January 7-10 | Las Vegas, NV | Register at CES.tech
Promote Your Brand 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 Eric Schwartz for bundle deals, $7,000 per page.

Dedicated Send E-mail
- Sponsor the i3 e-newsletter with an open rate of 28% to more than 30,800 readers.
- Leverage the CTA SmartBrief e-newsletter to send your message to 51,780 subscribers.

Magazine trim size: 8.25 x 10.875

2020 CLOSE DATES FOR i3

<table>
<thead>
<tr>
<th>Jan/Feb</th>
<th>Ad close</th>
<th>November 15</th>
<th>Materials Due</th>
<th>November 22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar/Apr</td>
<td>February 13</td>
<td>February 26</td>
<td>April 15</td>
<td>April 29</td>
</tr>
<tr>
<td>May/June</td>
<td>April 5</td>
<td>June 12</td>
<td>August 12</td>
<td>August 26</td>
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<tr>
<td>July/August</td>
<td>June 5</td>
<td>August 26</td>
<td>October 12</td>
<td></td>
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<tr>
<td>Sept/Oct</td>
<td>August 28</td>
<td>November 22</td>
<td>December 22</td>
<td></td>
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<tr>
<td>Nov/Dec</td>
<td>September 28</td>
<td>November 22</td>
<td>November 22</td>
<td></td>
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</table>

AD RATES

<table>
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<tr>
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<tbody>
<tr>
<td>4-color page</td>
<td>$3,500</td>
<td>$2,750</td>
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<tr>
<td>4-color 1/2 page</td>
<td>$2,995</td>
<td>$1,995</td>
</tr>
</tbody>
</table>

FOR SALES INFORMATION PLEASE CONTACT:

Eric Schwartz
267-879-2167
eschwartz@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?

Lori Orient
Manifest, LLC
c/o WeWork
2425 E. Camelback Rd., Suite 150
Phoenix, AZ 85016