

i³ IT IS INNOVATION

2021 Media Kit



[CTA.tech/i3](https://cta.tech/i3)

Consumer
Technology
Association



i3 By the Numbers

It Is Innovation (i3), the official digital 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 \$406.8 billion consumer technology industry that supports more than 15 million U.S. jobs.



CTA’s 2,200 member companies — 80% 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.

CIRCULATION FAST FACTS

●+●=● **48,260** TOTAL CIRCULATION

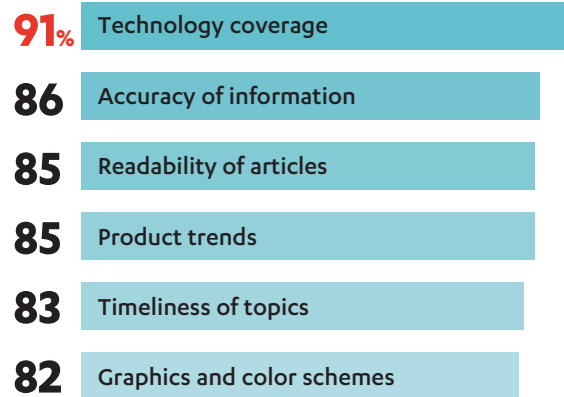
27,472
Circulation
Based on May/June 2020 BPA Circulation Statement

20,788
Bonus Global Audience

540 Members of Congress	1,832 CTA Member Companies	27% Unique open rate
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BPA WORLDWIDE™
BUSINESS Based on Publisher’s Own Data, May/June 2020

TOP RATED ASPECTS of i3 Magazine (% RATING “GOOD” OR “EXCELLENT”)



Based on *i3 Reader Survey*

Circulation

TOP TEN INTERNATIONAL RETAILERS

BRICK-AND-MORTAR STORES

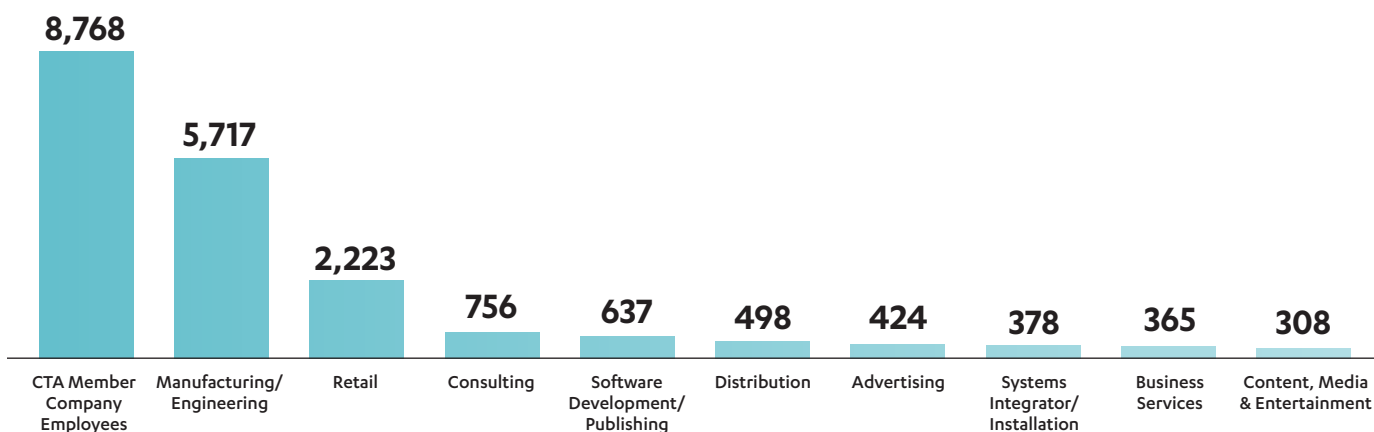


TOP FIVE GLOBAL E-COMMERCE RETAILERS

E-COMMERCE RETAILERS



TOP TEN BUSINESS AUDIENCES



Based on Publisher's Own Data, May/June 2020

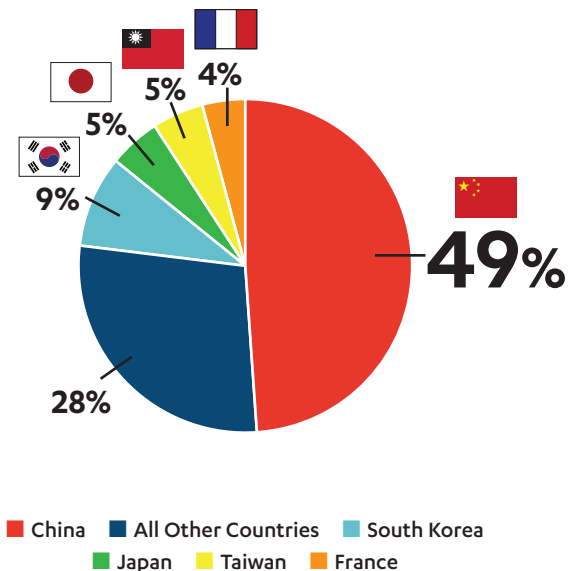
IT IS INNOVATION (i3) HONORS



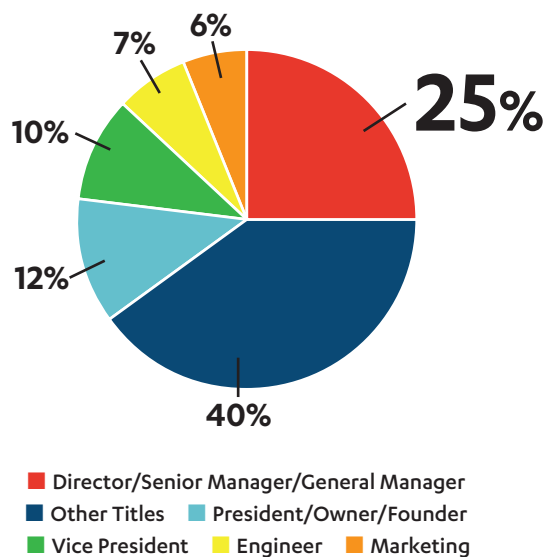
- PLATINUM AWARD WINNER**, PR News
- BEST SINGLE ISSUE**, Tabbie Award
- PLATINUM AWARD**, Hermes Creative Awards
- GOLD AWARD**, Association Trends All-Media Contest
- PUBLICATION EXCELLENCE**, APEX Award
- FINALIST**, Folio Eddie & Ozzie Award
- FINALIST**, PRNews Platinum PR Awards
- PLATINUM DOTCOMM AWARD**, i3 Online

Circulation

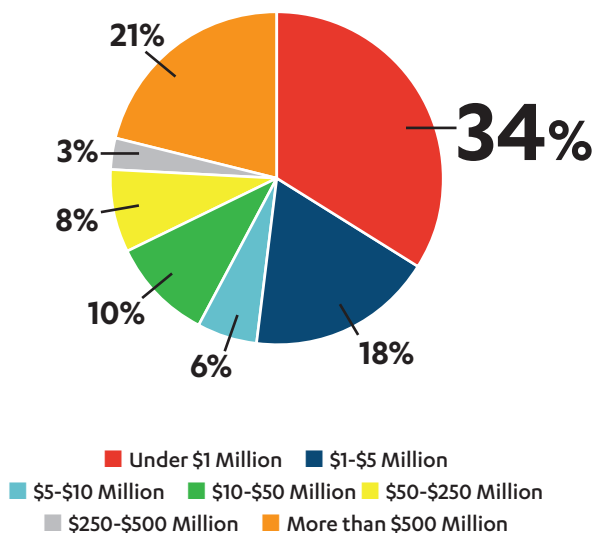
TOP 5 INTERNATIONAL AUDIENCES



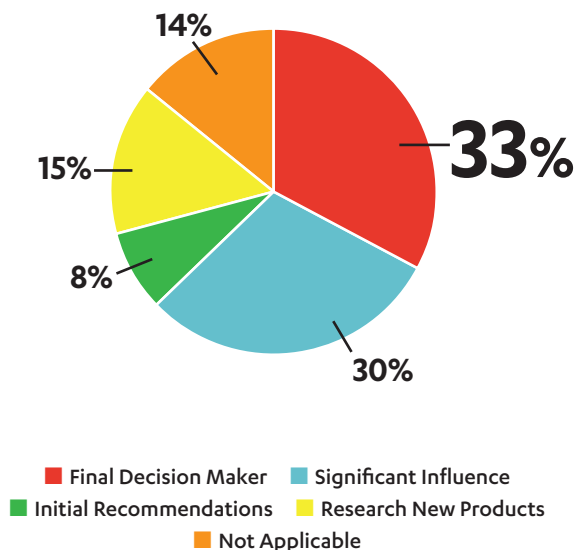
TOP 5 AUDIENCES BY TITLE



AFFLUENCE
(All About the Money)



INFLUENCE
(Movers and Shakers)



Based on Publisher's Own Data, May/June 2020

2021 Editorial Calendar

JANUARY/FEBRUARY: CES 2021 SHOW ISSUE

FEATURED:

- Cybersecurity
- XR: AR, VR & Mixed Reality
- Auto Configurators Evolution
- Smart Home Innovation
- AI and Robotics
- Streaming Television
- International Focus: Malaysia

AD CLOSE: NOV. 15
AD MATERIALS: NOV. 22

MARCH/APRIL

FEATURED:

- Tech for Good
- 5G and Mobile Connectivity
- Self-driving Cars
- Immersive Entertainment
- The Best of CES 2021
- International Focus: Berlin, Germany

AD CLOSE: FEB. 8
AD MATERIALS: FEB. 15

MAY/JUNE

FEATURED:

- Blockchain
- Robots at Retail
- Digital Health
- Innovation for All
- Artificial Intelligence
- International Focus: Toronto, Canada

AD CLOSE: APRIL 16
AD MATERIALS: APRIL 23

JULY/AUGUST

FEATURED:

- Connected Auto Tech
- Streaming Business Models
- Voice Activation/Smart Assistants
- Gaming & VR
- Resilience
- International Focus: Tokyo, Japan

AD CLOSE: JUNE 4
AD MATERIALS: JUNE 11

SEPTEMBER/OCTOBER

FEATURED:

- Quantum Computing
- Vehicle Tech
- Virtual Education
- FinTech
- Sports Tech
- International Focus: Paris, France

AD CLOSE: AUGUST 13
AD MATERIALS: AUGUST 20

NOVEMBER/DECEMBER: THE CES 2022 PREVIEW ISSUE

FEATURED:

- Space Tech
- Intelligent Transportation
- Smart Cities
- Blockchain
- eGaming
- International Focus: Singapore

AD CLOSE: OCTOBER 8
AD MATERIALS: OCTOBER 15

IN EVERY ISSUE:

From the CEO • Innovator • C4 • A Technology to Watch • International Focus • Pipeline • Tech Hub • Inside Policy • Faces of Innovation • Guest Blog • Green Policy • CSpace • By The Numbers • Forward Strategies • Advice for Entrepreneurs • CTA Reports • Market Beat • Stats & Facts

EDITORIAL CONTACT:

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

*Editorial features may change

Promote Your Brand to Top Industry Leaders

DIGITAL ADVERTISING

Connect with *i3* readers, and brand your company and executives as thought leaders in consumer technology.

BRANDED CONTENT

Share your expertise with *i3* readers with our sponsored content opportunities through a case study or native content supplement.

DEDICATED SEND E-MAIL

- Sponsor the *i3* e-newsletter with an open rate of **27%** to more than **14,220 digital subscribers**.
- Leverage the CTA SmartBrief e-newsletter to send your message to more than **54,000 subscribers**.

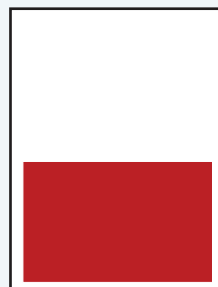
MAGAZINE TRIM SIZE: 8.25 X 10.875



Full-page spread
Live area: 15.5 w x 10 h
Bleed: 16.75 w x 11.125 h
Trim: 16.5 x 11.875



Full page
Live area: 7.25 x 10
Bleed: 8.5 x 11.125
Trim: 8.25 x 10.875



1/2 page horizontal
Live area: 7.25 x 4.625
Bleed: 8.5 x 5.625
Trim: 8.25 x 5.375



1/2 page vertical
Live area: 4.75 x 10

2021 CLOSE DATES FOR *i3*

	Ad close	Materials Due
Jan/Feb	November 15	November 22
Mar/Apr	February 8	February 15
May/June	April 16	April 23
July/August	June 4	June 11
Sept/Oct	August 13	August 20
Nov/Dec	October 8	October 15

AD RATES

	1X	6X
4-color page	\$3,500	\$2,750
4-color 1/2 page	\$2,995	\$1,995

FOR SALES INFORMATION CONTACT:

Brian Moon
703-907-4351
bmoon@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.manifest.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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Phoenix, AZ 85016
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