



# TECH TIMES

MEDIA KIT 2016





## OVERVIEW

### WHO WE ARE

Incorporated in 2012, Tech Times LLC is a fast-growing, digital media company that owns and manages several web properties, including flagship site TechTimes.com, which delivers news, reviews, opinions, and analyses on technology, health, science and culture, reaching an audience of over 6 million monthly readers worldwide.

At Tech Times, we take a critical approach to news, providing in-depth coverage and analysis as well as monitor relevant and useful worldwide technological innovations for our readers.

Tech Times focuses on the intersection between technology, lifestyle and culture and exists to create new economic opportunities and developments by closely following market trends and key events that are not necessarily covered by mainstream media.

We connect the dots to present an unbiased, critical picture of the technological progress taking place every day worldwide, that impacts our readers, so they can make smarter, informed decisions.

# EDITORIAL LEADERSHIP

Tech Times' editorial team is led by industry veteran - Angela Diegel - who brings decades of media and journalism experience to the team.

**Angela Diegel** *President / Editorial Director*

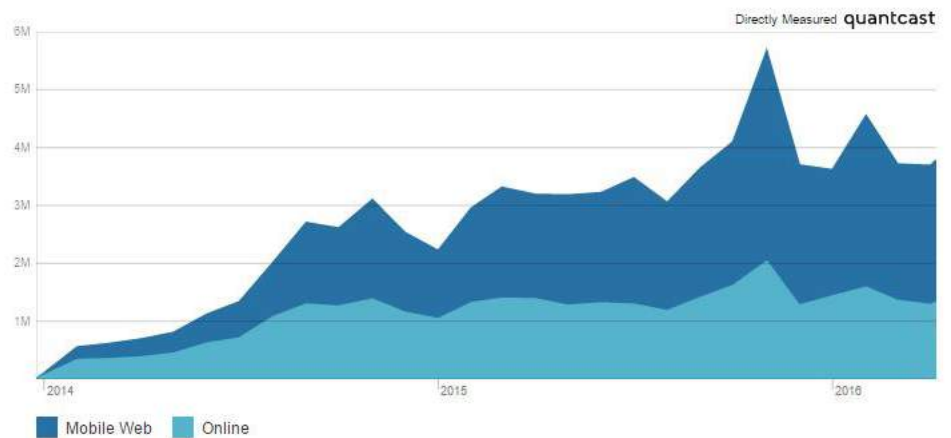


Angela Diegel is a digital native who's started working on the web before content management systems were widely used. Prior to joining Tech Times, Ms. Diegel was with Hearst Corporation ([www.hearst.com](http://www.hearst.com)), where, as the editorial director of Popular Mechanics ([www.popularmechanics.com](http://www.popularmechanics.com)), she led the digital editorial team to achieve record traffic in 2014. Prior to Popular Mechanics, she worked in television video production. Ms. Diegel is a graduate of The University of Michigan, and is a competitive saber fencer.

Tech Times comprise of a young and vibrant team of editors and writers who are passionate about technology - they are obsessed with profiling startups, reviewing new gadgets and Internet products, breaking technology news, and discussing and analyzing core and emerging computing technology.

## THE JOURNEY SO FAR

TechTimes.com has witnessed phenomenal growth since its inception. From drawing just a few hundreds of readers when TechTimes.com was launched, to drawing over 6 million monthly unique readers today, Tech Times has come a long way.



Today, TechTimes.com ranks among the top 20 technology news sites in the U.S., according to ComScore.

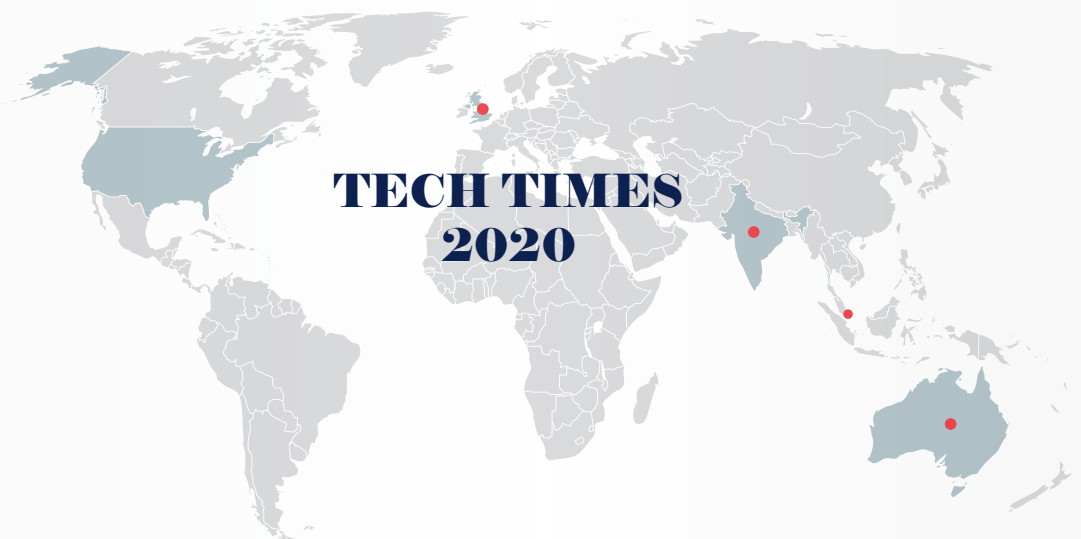
Per Quantcast, TechTimes.com is also one of the top 500 web properties in the world, drawing over 3 million monthly readers in the U.S. and over 6 million monthly readers globally.

# VISION TT2020

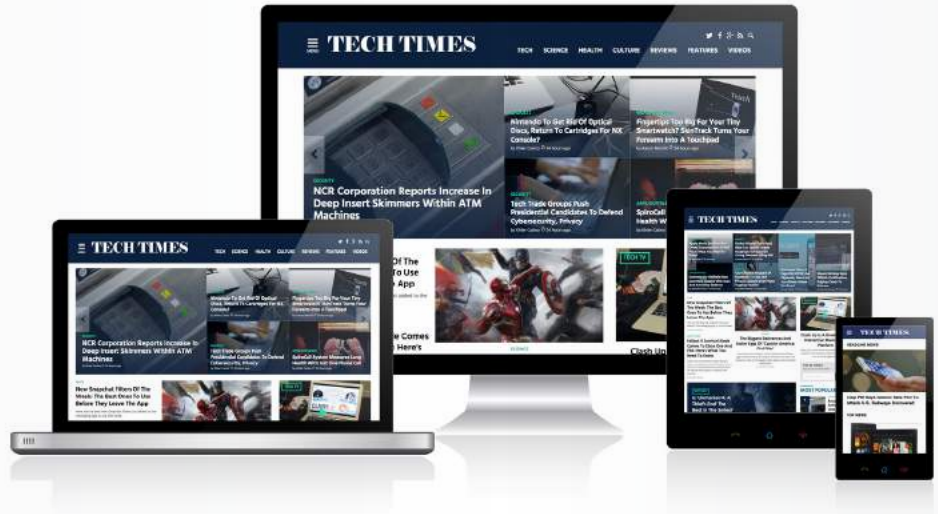


We wish not to be just another technology news site that's feeding the gadget and technology obsession of tech-savvy readers, but we want to be something bigger. TechTimes.com wants to be the go-to technology news site, the destination for those who want to understand technology, understand how it works, understand how it's going to make their lives more simple or complex, by demystifying technology and explaining how it impacts and influences their lives.

To remain not just competitive but become a frontrunner among technology-focused digital media publications, Tech Times has laid out a roadmap - Vision TT2020 - reaching 20 million monthly readers globally by Year 2020. To make this possible, Tech Times will set up business and media bases in strategic countries over the next five years, including India, the UK, Australia and Singapore and launch five different language editions, including Japanese and Chinese.



# TRAFFIC OVERVIEW



## Traffic

Tech Times is one of the top technology news sites in the U.S., reaching over 6 million monthly readers worldwide.

## Geography

COUNTRY	UNIQUES(COOKIES)	INDEX	DMA	UNIQUES(COOKIES)	INDEX
United States	3,802,705	112	New York	331,433	138
United Kingdom	482,131	222	Los Angeles	239,527	171
India	317,447	225	San Fran-Oak-SJ	217,721	148
Canada	241,818	268	Wash DC(Hag)	146,937	95
Australia	180,630	302	Chicago	136,649	99

## Demographics



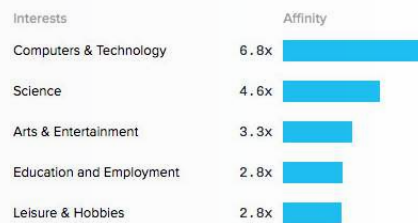
# TRAFFIC OVERVIEW

## Business & Occupation

### INDUSTRY & OCCUPATION



## General interests



## Why Choose Tech Times?

- Brand safe site
- Over 6 million highly engaged monthly unique visitors globally
- Among top 25 technology news sites, per ComScore
- Targeted national and global reach
- High viewability
- Audience that consist of:
  1. Millennials
  2. Technophiles
  3. Movie & TV Lovers
  4. Hardcore Video Gamers
  5. Mobile Enthusiasts
  6. Tech influencers and professionals
  7. Affluent and educated consumers

## VIDEO OPPORTUNITY



Tech Times' key video offering - Tech Times TV - is a repository for the Internet's best and most informative video content. It is a premium destination for technology, health, science, culture and lifestyle videos on the Web. Our videos target discerning and educated viewers ranging from business professionals and affluent consumers to teens and millennials.

In addition to the existing video content offerings on Tech Times TV, Tech Times will partner with you to create custom video content and offer pre-roll, sponsorships, custom video development and network syndication opportunities.

## TARGETED AUDIENCE



Using data collected across our website, we are able to create specialized audience segments based on your demographics criteria to target the audience you want your campaign to reach as it runs on our site. To maximize reach and optimize user engagement, your ad will only be seen by your target audience, resulting in a more successful campaign.



# CREATIVE SOLUTIONS



## Tech Times Target Native Advertising and Sponsorship

Tech Times now allows marketers and advertisers to connect directly with our premium engaged audience by providing their own content through our native advertising and sponsorship creative solution - Tech Times Target. Every Tech Times Target content package/partnership is produced by the marketer. After approval, it is designed to blend in with the site's overall aesthetics. It offers a content-rich experience for your target audience and encourages engagement.

This package includes:

- 100% premium viewable location (located on homepage as well as relevant channel)
- Incorporates content, links, video, contact information and more
- SEO optimized

Benefits include:

- Out of banner experience
- Greater engagement with readers
- Maximum exposure and visibility

## Responsive Advertising

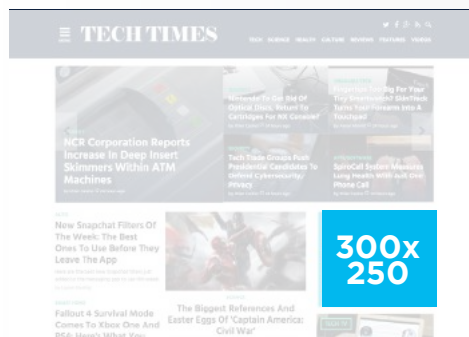
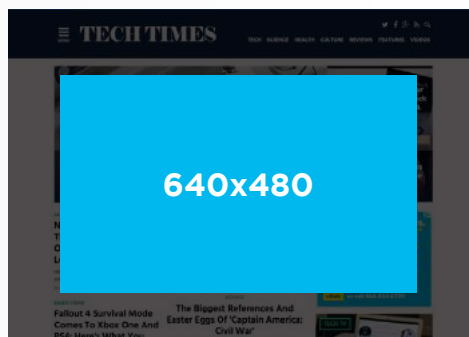
Tech Times offers a responsive advertising solution that allows your ad to be seen across all platforms - desktop, tablet or mobile - without compromising user experience.

The creative will be designed and built by the Tech Times Target team. The package includes:

- Desktop: high impact, automatic pushdown ad (also includes option for custom video)
- Tablet: high impact automatic pushdown ad
- Mobile: full page ad with a leave behind

# AD POSITIONS

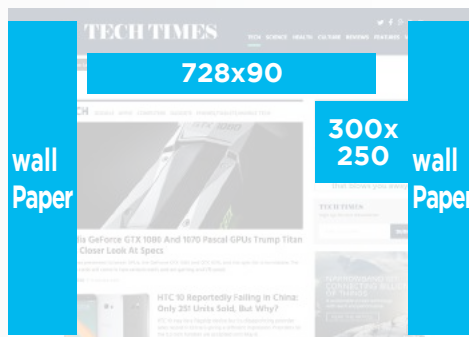
## Homepage



Welcome Page

Sponsored Logo 90x30, 300x250

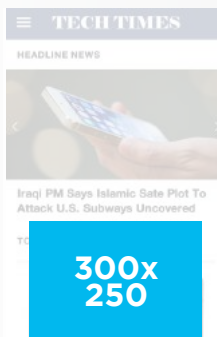
## Category Pages



## Newsletter



## Mobile

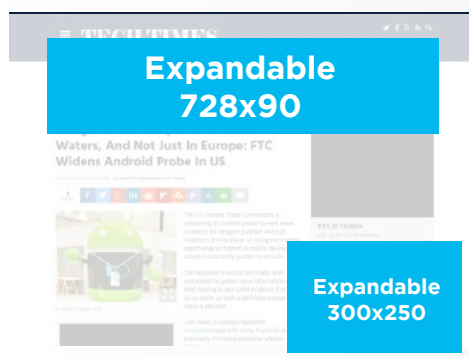
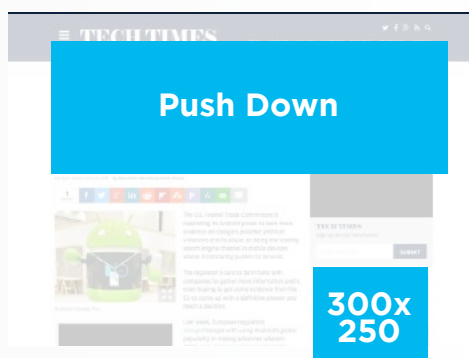


Wallpaper, 300x250, 728x90

650x90, 300x250

300x250

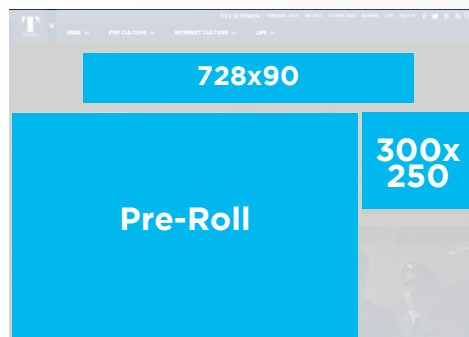
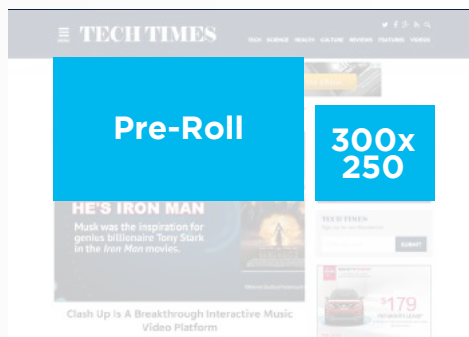
## Run of Site



Push down, 300x250

Expandable 300x250, Expandable 728x90

## Video Offering



Pre-Roll, 300x250

Pre-Roll, 300x250, 728x90

# AD SPECS

## STANDARD BANNERS/RICH MEDIA

Size	Gif/jpg max file size	Flash file size	Rich media polite download	Expansion direction	Extended size
728x90	30k	40k	100k	down	728x315
300x250	30k	40k	100k	left	600x250
300x600	40k	50k	100k	left	600x600
640x480	40k	50k	n/a	n/a	n/a

### Common characteristics to all

1. Animation time is 15 sec.
2. Audio requires user initiation
3. Expansion
  - Panels limited to 1
  - Prominent close button
  - Expansion area recommended at 33%
  - Expansion generated by click with prominent close button or mouse on and mouse off
  - Previews of 3 sec are authorized.
4. Frame rate: 24 fps
5. Looping is limited to 1 loop
6. Video in-banner 40k initial 100k polite download
7. Z-index for in page units 2,500, for expansion panels 1,100,000

Rising Stars	Size	Initial	Polite download	Expansion direction	Extended size	Panels/ segments
Billboard	970x250	60k	1MB	n/a	n/a	n/a
Film Strip	300x600	60k	110k	n/a	n/a	5
Portrait	300x1050	80k	350k	n/a	n/a	n/a
Pushdown	970x90	60k	110k	down	970x415	1
Sidekick	300x250/600	60k	110k	right	850x550	1
Slider/twig	100% pg width x90	60k	110k	up	970x550	1
Super Leaderboard	970x90	40k	n/a	n/a	n/a	n/a

Responsive/ Adaptive	Size	Initial	Polite download	Expansion direction	Extended size	Panels/ segments
Desktop	970x90	100k	100k	down	970x550	1
Tablet	768x90	50k	50k	down	768x500	1
Mobile	320x60	25k	50k	down	320x300	1

### Common characteristics to all

1. Animation time is 15 sec.
2. Audio requires user initiation
3. Frame rate: 24 fps
4. Looping is limited to 1 loop
5. Video in-banner 40k initial 100k polite download
6. Z-index for in page units 2,500, for expansion panels 1,100,000

# AD SPEC

## MOBILE

Size	Gif/jpg max file size	Rich media polite download	Expansion direction	Extended size
<b>Tablet</b>				
728x90	jpg, gif, html5	35k	35k	728x315
300x250	jpg, gif, html5	35k	35k	600x250
600x480	jpg, gif, html5	50k	50k	n/a
<b>Mobile</b>				
300x50	jpg, gif, html5	15k	35k	320x300
300x250	jpg, gif, html5	15k	15k	n/a
Rich Media Float	html5	25k	35k	320x300
Interstitial 300x250	jpg, gif, html5	35k	n/a	n/a

### Common characteristics to all

1. Animation time is 15 sec.
2. Audio requires user initiation
3. Expansion panels limited to 1; click to open with a prominent close button.
4. Frame rate: 24 fps
5. Looping is limited to 1 loop
6. Z-index for in page units 2,500, for expansion panels 1,100,000
7. Video in-banner 40k

## MISCELLANEOUS UNITS

### Pre-Roll Video

Size	Max file size	Type	Length	Audio	Companion
615x345	2m	Flv, Mp4, vast1, vast2, vpaid	30sec	audio on	300x250

### Page Skins

Size
General Requirements
2000x1000

### Sponsorship Logos

Size	Max file size	Type
Sponsored by Logo	90x30	5k gif, jpg

## EMAIL RELATED UNITS

### Email Blast

Size	Max file size	Type	Additional
Full page	200k	html + jpg, gifs	max file size 200k No JavaScript.



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