



# HOME TECHNOLOGY GROUP

WE ARE THE SIGHTS AND SOUNDS FOR TODAY'S TECHNOLOGY CONSUMER

stereophile

SOUND & VISION

AnalogPlanet

inner|fidelity

AUDIOSTREAM

SHUTTERBUG

PHOTO graphic

HOME TECH NETWORK



# HOME TECH NETWORK

The HOME TECH NETWORK of sites is the largest network with more influential buyers than any other internet property in the Home Entertainment Equipment category.

We have the reach and targeting to meet your advertising goals.

- Essential product information
- More in-depth research
- Superior complex reviews
- Fastest way to locate where a product is sold
- Highest search rankings in the category

The search for product information and buying recommendations starts and ends with Home Technology Network.

UNIQUE  
MONTHLY  
USERS

**1.7M**

MONTHLY  
PAGE VIEWS

**9.1M**

# HOME TECH NETWORK USER STATISTICS

stereophile



UNIQUE MONTHLY USERS	MONTHLY PAGE VIEWS
<b>600K</b>	<b>4.0M</b>

MALE	FEMALE
<b>90%</b>	<b>10%</b>

MEDIAN AGE	MEDIAN HHI
<b>41</b>	<b>97K</b>

SOUND & VISION



UNIQUE MONTHLY USERS	MONTHLY PAGE VIEWS
<b>500K</b>	<b>3.0M</b>

MALE	FEMALE
<b>85%</b>	<b>15%</b>

MEDIAN AGE	MEDIAN HHI
<b>38</b>	<b>90.5K</b>

AnalogPlanet



UNIQUE MONTHLY USERS	MONTHLY PAGE VIEWS
<b>11K</b>	<b>400K</b>

MALE	FEMALE
<b>98%</b>	<b>2%</b>

MEDIAN AGE	MEDIAN HHI
<b>43</b>	<b>111K</b>

inner|fidelity



UNIQUE MONTHLY USERS	MONTHLY PAGE VIEWS
<b>181K</b>	<b>700K</b>

MALE	FEMALE
<b>86%</b>	<b>14%</b>

MEDIAN AGE	MEDIAN HHI
<b>37</b>	<b>84K</b>

# HOME TECH NETWORK USER STATISTICS

AUDIO  
STREAM



UNIQUE MONTHLY USERS	MONTHLY PAGE VIEWS
<b>155K</b>	<b>600K</b>
MALE	FEMALE
<b>92%</b>	<b>8%</b>
MEDIAN AGE	MEDIAN HHI
<b>42</b>	<b>94K</b>

SHUTTERBUG



UNIQUE MONTHLY USERS	MONTHLY PAGE VIEWS
<b>128K</b>	<b>400K</b>
MALE	FEMALE
<b>85%</b>	<b>15%</b>
MEDIAN AGE	MEDIAN HHI
<b>54</b>	<b>82.3K</b>

PHOTO  
graphic



UNIQUE MONTHLY USERS	MONTHLY PAGE VIEWS
<b>2K</b>	<b>3.5M</b>
MALE	FEMALE
<b>90%</b>	<b>10%</b>
MEDIAN AGE	MEDIAN HHI
<b>54</b>	<b>81.5K</b>

# RUN OF SITE PLACEMENTS

728x90 Banner Placement  
Static or Animated



336x280 Box Placement Static or Animated

COST

**\$12/CPM**

# SITE WIDE SPONSORSHIP



Get a fixed Placement ad that appears on **every page** of the site.

The site wide sponsorship delivers a consistent and continuous advertising presence at an affordable monthly rate.

336x80 Site Wide Sponsorship guaranteed 300,000 impressions per ad, per month.

1 SITE SPONSORSHIP

**\$2,500**

2 SITE SPONSORSHIP

**\$2,000**

3 SITE SPONSORSHIP

**\$1,500**

4 SITE SPONSORSHIP

**\$1,000**



**AnalogPlanet**

REVIEWS • **EVENTS** • MUSIC • TIPS • BLOGS • NEWS • SHOWS • GALLERIES

**NÖRDOST**  
MAKING THE CONNECTION

DISCOVER THE FULL POTENTIAL OF YOUR SOUND SYSTEM.

**LATEST ARTICLES**

**Join AnalogPlanet Editor Michael Fremer At Ovation Audio-Video's 30th Anniversary Celebration**

NEWS

Michael Fremer | Oct 26, 2017 | 6 comments

**30TH ANNIVERSARY EVENT**  
save the dates • november 9-12

Music +  
new tech + food  
+ giveaways =  
4 days of fun!

ovation  
audio-video

Ovation Audio-Video in Indianapolis celebrates its 30th anniversary November 9-12th with four days of **special events** including music, food, new tech and giveaways.

Continue Reading »

**Furnace Record Pressing To Open in January 2018**  
50,000 Square Foot Record Pressing Plant

NEWS

Michael Fremer | Oct 26, 2017 | 6 comments

**FURNACE**

**30 DAY WARRANTY**

**FREE SERVICE**

TRADE-IN  
USED AUDIO  
GEAR

**PH-302 MKII**  
Phono Preamplifier

REDISCOVER VINYL & THE  
MUSIC WITHIN!

Fully Regulated Power Supply &  
Vacuum Tubes

**SLP-98P**  
Phono Preamplifier

BRING YOUR VINYLs TO LIFE!  
External Power Supply &  
Zero Feedback

BRING YOUR VINYLs TO LIFE!  
External Power Supply &  
Zero Feedback

**BRING YOUR VINYLs TO LIFE!**

**SHOP NOW >>**

CARY AUDIO

# HIGH IMPACT TOWER

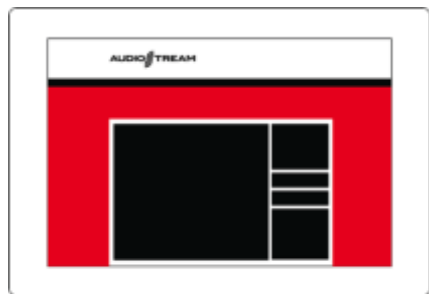
336x1200 tower ad which runs across site or across network

COST

**\$15/CPM**

# SITE WIDE TAKE OVER

Home Technology Group will create two new and unique ad positions designed to increase conversion and visibility during critical buying periods or marketing cycles. The standard ad positions will be Synced with the Wallpaper creating a seamless ad unit.



COST PER DAY / SITE

**\$2,000**

**SOUND & VISION**

REVIEWS ▾ TOP PICKS ▾ HOW TO ▾ BLOGS ▾ NEWS ▾ INSTALLS ▾ SUBSCRIBE ▾ SHOP

**SOUND SOLUTION** Your Source for A Superior Home Sound Experience  
 173.555.4050  
 CLICK HERE TO EXPERIENCE

**NÖRDOST** DISCOVER THE FULL POTENTIAL OF YOUR SOUND SYSTEM  
 SOUND EXPERTS ZONE Sponsored by SRS  
 SVE  
 LATEST VIDEO  
 Fixate & Bite No. 4  
 POPULAR ON S&V  
 Most Read Most Comments  
 Hisense Launches 100" 4K Laser TV  
 Buy it Again, Sam  
 Pioneer VSX-532 A/V Receiver Review  
 The Perplexing Mystery of Building 8  
 LATEST BLOG ENTRIES  
 Gavin Elster on Filming David Gilmour's Live Return to Pompeii THE S&V INTERVIEW  
 Buy it Again, Sam A/V VETERAN  
 The Perplexing Mystery of Building 8 SIGNALS  
 What's a High-End Home Theater  
 ALL-ELECTRIC WITH ALL EYES ON ALL-ELECTRIC  
 CHEVROLET

**THE ENTIRE SKIN IS CLICKABLE**



# TECH CENTER MICRO SITE

The site will be written and produced by our marketing writers and site development production staff. The site will be fully linked throughout the Network of sites. The content will introduce our users to the new technology or sales offering provided by your company.

## Category Exclusivity

Using the editorial power of our publications, we create an advertorial site, editorially tied to your product. Ad units and links within our navigation lead to a Technology Center.

- Minimum yearly impressions: **12 million**



COST PER YEAR  
**\$50,000**



# MOBILE ADVERTISING

SPONSORSHIP  
COST MOBILE  
OR TABLET  
PER MONTH

**\$3,000**

- Adhesion Units:
- Phone & Tablet
- Lock to screen



**stereophile**  
How often do you subscribe to this?

**Latest Additions**  
October 2017

**RMFP 2017: Day One in Denver, with Harb**  
I am a devotee of DACs. To me they are the...  
[Read More >>](#)

**RMFP 2017: Jack's Day One**  
What is cooler than music? And what is...  
[Read More >>](#)

**RMFP 2017: Jason Hertz On The Big Boys of RMFP**  
To participate in classic early English song...  
[Read More >>](#)

**RMFP 2017: JVS Hits the Floor at RMFP**  
My first day on a vital high note. After...  
[Read More >>](#)

**RMFP 2017: QF is a Very Good Start**  
Perhaps it was due to the notable increase...  
[Read More >>](#)

**RMFP 2017: Pascal Proulx Broadcasts**  
As it does on Friday, the 2017 season...  
[Read More >>](#)

**Quint ESL, Inc. Interview**  
High-fidelity took a giant step forward in 1938...  
[Read More >>](#)

**Listening BTTE: Banned Mother of Bull**  
Down at full strength, my family doesn't...  
[Read More >>](#)

**Technics Rediscover Music**  
Network Audio Amplifier **now with MQA**  
**Rediscover SU-G30**

**DOMINION**  
The Substation now available in smaller sizes.

**NIGHTOWL CARSON**  
Headphones

**Capital Audiofest**  
We are about the Music  
November 3-5 | Rockville, MD

**ALWAYS MORE THAN MEETS THE EAR**  
Discover the SU-G30

# E-MAIL NEWS-LETTER

We mail one eNewsletter per property (5 across network per month), which holds 5 sponsors. Each sponsor provides 336x280 creative material to be mailed to our 725,000 opt-in subscribers.

COST PER BLAST

**\$1,500**

**AnalogPlanet**  
MAIL NEWS FOR THE ANALOG AUDIO ENTHUSIAST

**Latest Additions**  
Late October 2017

**Purcase Record Pressing To Open In January 2018**  
\$0,000 Square Foot Record Pressing Plant  
[Read More >>](#)

**"Bang! The Ben Berns Story"**  
Documentary Series Streaming Today on Apple Music  
[Read More >>](#)

**Video Showing Setting Digital Rebe Angle Using a Digital USB Microscope**  
[Read More >>](#)

**The Hana SL MC (\$750) Versus The Graded Quartz Black S MC (\$600)**  
[Read More >>](#)

**Swedish Analog Technologies Announces Two New Pickup Arms for 2018**  
[Read More >>](#)

**"Music for Viola and Cello" Released by The Electric Recording Company**  
[Read More >>](#)

**The Julie 500 Cull Continues, This Time at 48ipm**  
[Read More >>](#)

**Rediscover Music / Technics**  
**NEW! Hi-Fi Network Amplifier**

Now supporting

**MQA**

**TIDAL**

**DISCOVER SU-G30**

# SINGLE SPONSOR E-BLAST

In addition, we have the ability to mail an exclusive blast with one sponsor. This sponsor must provide 336x1200 creative and a special offer. This is a great opportunity for a single product, a buy back program or a dealer upgrade!

COST PER BLAST

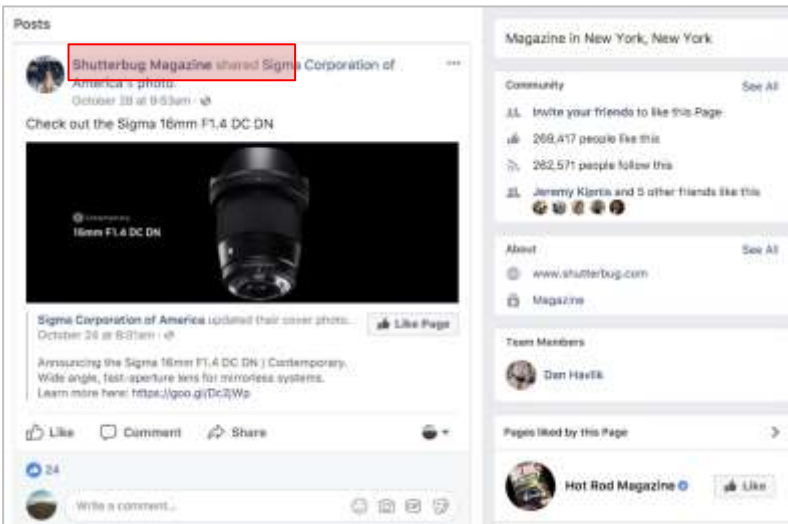
**\$1,500**

# SOCIAL

Why social? It's about engagement. It's about increasing brand recognition and brand loyalty. It's about reaching new potential customers and providing a rich consumer experience.

Get them talking about your business across our social networks comprised of Facebook, Twitter and Instagram.

We can lock your story on top of Facebook or Twitter for maximum exposure on our ever-increasing social networks!



SHARED/SPONSORED POSTS

**\$1,500**






### 3RD PARTY AD SERVED SPECS

Video Length	:15 seconds or :30 seconds. If :30 seconds, then a skip button after 5 seconds will added by TEN.
Video Format	.mp4, VAST URL (2.0), or VPAID (3.0)
Video File Size	10 MB
Frames Per Second	24
Video Bitrate	1372 kbps
Other	Ideal video dimensions of 640x360, 720p resolution or higher. 1x1 impression url / click tracker can be added to .mp4 for tracking purposes upon request.
H.264	Audio Compression - AAC, 320kbps
<b>Ad Ops Notation</b>	All assets due 2 weeks prior to campaign launch

# VIDEO PRE-ROLL

## DESCRIPTION

Properties:	Home Tech Network Sites
Placement:	In content video
What device:	Desktop
Site Served:	Yes (3 <sup>rd</sup> Party accepted in the form of VAST urls. See below)
Frequency Cap:	No
Special Targeting:	N/A
Unique Functionality:	N/A

COST PER  
PRE-ROLL UNIT

**\$2,000**



# SWEEPSTAKES

Provide a product and you will have 30 days of exposure to hundreds of thousands of impressions on the site or sites of your choice.

SWEEPSTAKES  
COST PER  
SWEEPS / SITE

**\$1,500**

# SHUTTERBUG

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**SWEEPSTAKES**

Sort By: [Post Date](#) | [Title](#) | [Publish Date](#)

## Apollo Orb 43" Umbrella Softbox Sweepstakes

SWEEPSTAKES


Shutterbug Staff | Apr 10, 2017 | 6 comments




Register to win a Apollo Orb 43" Umbrella Softbox (\$129.00 Retail Value) we are giving away.

According to the company:


"The 43" Apollo Orb was designed with a deep profile. This design gives your light the room to evenly disperse as it is projected toward your subject. The Apollo Orb's circular design simulates the appearance of the sun in your subject's eyes, allowing for pristine portraiture without distracting reflections. With flexible framework and instant umbrella-style setup, these modifiers are designed for busy photographers. Each Apollo and Halo softbox packs up quickly and can be thrown into any gear bag for effortless travel and storage."




**PHOTO OF THE DAY**




Today's photo is Woven by Lorenzo Cassina



**LATEST VIDEO**



**CANON G1 X MARK III**



**SPONSORED VIDEO**

David Akoubian photographs birds in flight

