HOME TECHNOLOGY GROUP

WE ARE THE SIGHTS AND SOUNDS FOR TODAY’S TECHNOLOGY CONSUMER
HOME TECH NETWORK

The Home Tech Network of sites is the largest property in the Home Entertainment network with more influential buyers than any other internet 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.

1.7M
UNIQUE
MONTHLY
USERS

9.1M
MONTHLY
PAGE
VIEWS
HOME TECH AUDIO VIDEO NETWORK USER STATISTICS

stereophile
UNIQUE MONTHLY USERS ..... 500K
MONTHLY PAGE VIEWS .......... 2.2M

SOUND & VISION
UNIQUE MONTHLY USERS ..... 425K
MONTHLY PAGE VIEWS .......... 2.0M

AnalogPlanet
UNIQUE MONTHLY USERS ..... 110K
MONTHLY PAGE VIEWS .......... 400K
HOME TECH UK NETWORK USER STATISTICS

- **HOME CINEMA Choice**
  - UNIQUE MONTHLY USERS: 60K
  - MONTHLY PAGE VIEWS: 150K

- **HI-FI CHOICE**
  - UNIQUE MONTHLY USERS: 60K
  - MONTHLY PAGE VIEWS: 170K

- **hi-finews**
  - UNIQUE MONTHLY USERS: 100K
  - MONTHLY PAGE VIEWS: 400K
RUN OF SITE PLACEMENTS

728x90 Banner Placement

Cost: $1,500/mo

336x280 Box Placement

336x1200 High Impact Tower ad

Cost: $2,000/mo
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.
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
**E-MAIL NEWSLETTER**

We mail one eNewsletter per property, which holds 5 sponsors. Each sponsor provides 336x280 creative material to be mailed to our 500,000 opt-in subscribers.

**COST**

$1,500

---

**SINGLE SPONSOR NEWSLETTER**

In addition, we have the ability to mail an eNewsetter with one sponsor. This sponsor must provide three 600x300 creatives. This is a great opportunity for a single product, a buy back program or a dealer upgrade!

**COST**

$4,500
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
Rhino’s Massive *Use Hearing Protection: Factory Records 1978-79* Box Set – Worth It?

Moishi Lui • Jun 12, 2022 • 13 comments

A lawsuit. A specific club night. Films that you’ll never see. A stray cat. Extremely rare posters and promo items that probably ended up in landfill. An unrealized menstrual abacus egg timer. Several buildings.

Mentioned above are Factory Communications catalog items that frustrate completists; they’re unobtainable. Sure, you can get pieces of the buildings, or a picture of the cat, or track down people with (drug-influenced) memories of the party. But if you weren’t there, you really weren’t there and can’t go back. Only remnants of the Manchester label’s catalog oddities remain.

Continue Reading »

VIDEO SPONSORSHIP

COST PER VIDEO

$2,000
SWEEPSTAKES

Provide a product and you will have 2 weeks of exposure to hundreds of thousands of impressions on the site or sites of your choice.

Sweepstakes Cost Per Sweeps / Site

$1,500
Get a one on one audience with your customers!

Record ahead of time or go live. We deliver the traffic, you deliver the content.

1 HOUR WEBINAR

$1,000