

TechnicaCuriosa

Unleashing the potential to change the world—every day

TechnicaCuriosa.com is the new and exciting hub of a highly-connected family of iconic media brands—brands endowed with rich legacies of world-changing, decades-spanning influence. As such, they are among the world's most recognized, respected, and deeply read titles. By consistently and creatively tapping into our readers' innate curiosity and imagination, our brands have in turn inspired the creation of entire industries. No question, the road to innovation is quite literally paved with the content published in these remarkable titles.

**Popular
Electronics**

**Mechanix
Illustrated**

Popular Astronomy

internetofthings™

MACHINELEARNING

ConceptCar MAGAZINE

As the premier online destination for technology-driven movers and shakers, we offer a unique opportunity to link your brand to our highly engaging editorial platforms, and in the process, align your brand with an energized audience of active, educated, savvy, and motivated readers. We're not just a great media platform—we're a **juggernaut of powerhouse brands that inspire minds and move products.**

Why we're different, better—and a whole lot more interesting

Our tag line is not just a bit of marketing-speak—it's our passion. And as we unleash the potential to change the world—every day—you'll want to be there.

It's no secret that media has been in turmoil for well over a decade. But when the dust settles, no matter what direction the technology takes us, the two things that matter most always remain: **brand** and **content**. Oh sure, we'll throw in a little innovation in digital delivery models, but those are guaranteed to change—and do so over increasingly shorter spans of time. But what *never* changes is the **power of the brand and the quality of the content**. When we execute on those two fundamental principles, our readers always win. And in more than a few cases, the world wins, too. We invite you to participate in those wins—to be a part of them, to strap your brand to a commanding media engine that will move us all forward. An engine that will actually amplify your relevance and increase your engagement with our audiences. When that happens, not only

will our readers be more informed, inspired, motivated, and successful, our partners will be more prosperous. That's the win-win simpatico we work hard to achieve. Simply stated, you'll win bigger here than anywhere else because we foster engagement, not just fleeting and ephemeral eyeballs.

Moreover, there are never any firewalls to our content—and consequently to your message. As big believers in the sharing economy, our goal is to build the world's largest tech-interest audience, and you don't do that by erecting walls and barriers. Traditional publishers just can't do that.

We can. **Our titles may be traditional, but we are not.**

Why our brands matter

Our iconic titles have literally changed the world. Take Popular Electronics for example. Just one landmark issue was directly responsible for the creation of the PC industry. Its articles inspired the launches of Microsoft, Apple, and countless others who continue to this day to tell the story. And we are convinced that our best, most influential days are yet ahead. That's the promise of innovation.

But innovation is anything but business as usual. And that means we can't be business as usual, either. Because we know that innovation comes from connecting nonobvious and disparate dots—and that content is the fuel that feeds innovation—we've architected our sites to cross-pollinate big ideas in relevant and stimulating ways. In doing so, we expand the field of view—and include you in it.

As we work to build the world's largest, connected, and engaged tech-interest constituency, you'll be plugged in, connected, and engaged as well. And that's where the magic—and the influence—happens.

Join Our Exclusive Cornerstone Partner Program

Here's another way we're different: we think it's high time to "defragment" the advertiser's media buy. What do we mean by that? When you partner with us, we'll deliver our **entire audience across all our titles and their respective digital channels** (web, tablet, desktop, mobile, e-newsletter, social, influencer, special edition apps)—with a single, integrated, high-value ad buy. All ad formats, all ad sizes, and all content delivery channels.

Now, such depth of exposure means we can only accept a handful of premium Cornerstone Partners. Is your brand ready to play a central and recurring role in changing the world? Then let's work together to create awareness, develop interest, stimulate desire, and inspire action—for your brand and the world we'll reach.

Did you know...

that science and technology articles are shared socially **FAR MORE** than all other categories including fashion, politics, and business news? It's true simply because, according to Jonah Berger's *Contagious*, "...they arouse awe." And that's why we're building an awe-some experience for our readers and partners alike.

Have It All—and All That Goes With It

Access our entire audience across all of our renowned brands and digital media channels (websites, tablet editions, e-newsletters)—with a single high-value, low cost media buy.



Reader Profile

Technica Curiosa titles serve an active, engaged, and rapidly growing group of forward-thinking and influential decision makers, innovators, and thought leaders who are eager to connect with your high-end consumer markets. These are affluent, educated, and tech-savvy individuals who don't mind getting their hands dirty.

The Full Spectrum of Digital Advertising Formats

- Traditional Banners: 728x90 - 300x250 - 300x600
- High-impact Rising Stars: Billboard - Filmstrip - Portrait Pushdown - Sidekick - Slider
- Rollover-expandable • Fixed Position
- Responsive Mobile • Tablet Editions
- Digital Video • eNewsletter • Custom

And More

- Integrated advertising • Native placements
- Download content • Content marketing
- Special sponsorships • Social amplification
- High-impact placements

Our Celebrated Brands—Your Digital Canvas

Popular Electronics

The legendary magazine that inspired the launches of dozens of technology companies—including, most famously, Microsoft and Apple. As the world's #1 source for electronics information, this iconic title is a fountainhead of innovation via a unique editorial model that seamlessly traverses the hobbyist/maker to the professional engineer. When we say “all signal, no noise,” we really mean it.

Mechanix Illustrated

From the pursuit of perpetual motion to the physics of golf on the moon; gravity-defying carpentry to mind-blowing cloaking metamaterials; automotive hacks to water clocks; human-powered flight to mechanical flights of fancy—if it's amazing, you'll find it here. Experience Mechanix Illustrated's renowned legacy as the ultimate hands-on DIY guide to all things mechanical.

ConceptCar^{MAGAZINE}

ConceptCar, integrated within Mechanix Illustrated, is the first and only publication to focus exclusively on new and emerging advanced automotive technologies, including all the intriguing innovations that will make the next generation of cars more exciting, smarter, safer, autonomous, and connected. It promises to be quite a ride.

Popular Astronomy

Astronomy is one of the few sciences where amateurs play a vital role. And Popular Astronomy—launched in 1893—is the magazine that started it all, igniting the amateur astronomy movement. From astronomy news to archaeoastronomy, astrophysics to cosmology, radio astronomy to backyard stargazing, space exploration to celestial mechanics, if it's out of this world, it's now within your view.

internetofthings

Internet of Things, integrated within Popular Electronics, is all about the exciting breakthroughs that are enabling the previously impossible or simply unimagined. With more than 50 billion connected devices across the globe, you're about to enjoy unprecedented visibility and control over every object in your life. And Internet of Things magazine is your ultimate guide to making it all work.

MACHINELEARNING

Machine learning is the next big frontier in Big Data innovation—and it will leave no field untouched. Join us here to learn how to design and apply deep neural networks for computer vision, speech recognition, and more, with applications spanning facial recognition to autonomous vehicles, surveillance to medical diagnoses, bioinformatics to fraud prevention.

Digital Ad Specifications

Standard Display Ads

Ad Type	Dimensions	Expansion Dimensions	Direction	Initial Load	Max File Size	Looping	Rich Media
Leaderboard	728 x 90	728 x 315	Down	40 KB	45 KB	3 Cycles	Yes
Medium Rectangle	300 x 250	600 x 250	Left	40 KB	45 KB	3 Cycles	Yes
Half Page	300 x 600	600 x 600	Left	40 KB	45 KB	3 Cycles	Yes

High Impact Rising Stars Ads

Ad Type	Dimensions	Expansion Dimensions	Direction	Initial Load	Max File Size	Looping	Rich Media
Filmstrip	300 x 600	--	--	60 KB	65 KB	3 Cycles	Yes
Portrait	300 x 1050	580 x 460	Left	80 KB	85 KB	3 Cycles	Yes
Pushdown	970 x 90	970 x 415	Down	60 KB	65 KB	3 Cycles	Yes
Sidekick	300 x 250 or 200 x 600	850 x 550	Right	60 KB	65 KB	3 Cycles	Yes
Billboard	970 x 90	--	--	60 KB	65 KB	3 Cycles	Yes

- Pricing starts at just \$29 CPM (standard Leaderboard), with minimum block purchase of 50,000 impressions.
- Content category sponsorships and targeted topic advertising available in each of our branded channels.
- Please inquire about tablet edition advertising.
- Please inquire about participating in our exclusive Cornerstone Partner Program.
- Inquire about sponsorship opportunities with our special "Moonshots" series.

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