

Technology Review's Custom Advertising Solutions

Technology Review's Custom Publishing Division



When organizations are looking for unique media solutions to **deepen** and **intensify** their presence in industries that depend on technology and innovation they turn to Technology Review's Custom Publishing Division.

From custom print pieces and micro sites to a custom webcast or event series, Technology Review has the ability to build custom media properties that will **showcase** your organization and **highlight** the importance of your presence in the specified industry.

Technology Review's Custom Publishing Division has the capabilities and will work with you to tailor a program that **fits your needs** and **reaches your audience**.

Custom Publishing Options



Technology Review can create a **wide range** of programs to suite your particular **advertising** needs. Our Custom Publishing division can customize:

Print Brochures | Advertorials
Custom Microsite | Video Webcasts
Events

**technology
review**

Published by MIT

Content within Technology Review

The image shows a print magazine cover for Technology Review. The top headline reads "YOUR PERSONAL GENOME FOR \$1,000". The main title is "Technology Review" with "PUBLISHED BY MIT SINCE 1981" below it. The cover features a large image of a globe with the headline "A Grid for Green Energy" and sub-headlines "RENEWABLE POWER STARTS WITH NEW INFRASTRUCTURE" and "An Oral History of Space Tourism".

Overlaid on the cover is a custom ad section titled "SPOTLIGHT ON INNOVATION". The main article is "MAKING MEDICINE PERSONAL" with a sub-headline "44 We all have friends who can eat french fries every day and never gain weight, while the rest of us will have a hard time getting the belt to fit." The article discusses genetic differences and personalized medicine. Other articles mentioned include "CLEAN ENERGY" and "MOBILE TECHNOLOGY".

The image is a screenshot of the Technology Review website. The header includes the logo and navigation links: HOME | VIDEOS | BLOGS | COMMUNITY | MAGAZINE | MIT NEWS | NEWSLETTERS | EVENTS | RESOURCES | MICROSITE. The main section is titled "SPOTLIGHT ON INNOVATION" and features a grid of four articles: "CLEAN ENERGY", "MOBILE TECHNOLOGY", "PERSONALIZED MEDICINE", and "HOMELAND SECURITY". Each article has a thumbnail image and a brief summary. At the bottom, there is a banner for "Where are the biggest opportunities for market growth in clean energy?" with the MIT logo.

Technology Review can create a **custom** advertorial section **highlighting** your companies accomplishments, accompanied by a microsite on technologyreview.com that our online audience can visit to read more **extensive, in depth** coverage on your organization and industry.

Once your objectives are established, Technology Review will work with you to create **custom** editorial that focuses on **your objectives** and **highlights** your role in the specified field.

Custom Event Series

Determined to **deepen** their client base of **influential** business and technology **decision makers** companies turn to Technology Review's Custom Event Division to program an event that meets their marketing needs.

From a **breakfast panel discussion** to an **evening networking reception** followed by an engaging discussion, Technology Review will work with you to identify **your** advertising **needs** matching your needs with our **customized** solutions.

These events draw Technology Review's audience of **influential business and technology decision makers** in various industries.

The screenshot shows the Technology Review website with a navigation bar and a main content area. The main content area features a large banner for the event "NAVIGATING THE CLOUD: FINDING SOLUTIONS THAT MAKE SENSE FOR YOUR BUSINESS" with a blue and white graphic. Below the banner, there is a list of event dates and locations, including Cambridge, MA (June 11, 2009), Dallas, TX (June 16, 2009), Chicago, IL (June 17, 2009), and San Mateo, CA (June 18, 2009). The website also includes a registration form and a list of speakers.



Custom Event or Event Series

Technology Review will:

- Work with you to identify and appropriate topic
- Recruit speakers and program an event around the chosen topic
- Manage audience acquisition and create lead generation as well as audience acquisition through advertisements on technologyreview.com along with targeted email blasts
- Manage Registration
- Produce live event and host archived webcast on technologyreview.com
- Handle all event logistics

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Custom Webcast

Technology Review can meet your objective to **extend** the **relationship** between your corporation and C-Level **executives** and **Senior IT decision makers**, by working with you to select a topic for your event or webcast that would be of interest to our audience as well as yours, aligning our influential audience with your initiatives.



Example of custom landing page and webcast for Shell

Custom Webcast Series

Technology Review will:

- Create a custom micro site within technologyreview.com to house your content
- Create lead generation as well as audience acquisition through advertisements on technologyreview.com along with targeted email blasts
- Manage Registration
- Manage audience acquisition
- Program event and recruit speakers
- Produce live webcast and host archives, on demand
- Choose speakers to join the discussion who are leaders and experts in the chosen field

Recent Webcast Attendees

Access to Influencers



Sampling of Job Title and Companies for Recent Webcast Attendees

CEO	Neo Power Technology
Chief Executive	Indus Ventures
Corporate Development	Teradyne
Critical Infrastructure Specialist	Booz Allen Hamilton
Director Climate Change Secretariat	Ontario Government
Director Energy Systems Technology	Motorola
Energy Business Development	Cisco Systems
Executive Vice President	Bain Capital
President	Honeywell Technology Solutions

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