


A portrait of David Novak, a man with short dark hair, smiling and wearing a blue suit jacket over a blue and white checkered shirt and a blue tie. The background is a blurred city street with tall buildings. A large, dark grey diagonal shape covers the bottom right portion of the image, serving as a background for the text and logos.

# DAVID NOVAK

The GadgetGUY

 NATIONAL  
GEOGRAPHIC

Forbes




WIRED

COSMOPOLITAN

POPULAR  
MECHANICS

POPULAR  
SCIENCE

 USATODAY



InfoWorld

THE  
WALL STREET  
JOURNAL

Newsweek



engadget

Men'sHealth

MEN'S JOURNAL





## ▶ WHO IS DAVID NOVAK?

David Novak is an internationally-syndicated columnist and expert in consumer electronics. His column appears in over 200 newspapers around the country, with a readership of over three million. His website and byline appear all over the world.



*"The site has stories before the rest of them do. Also the reviews are always comprehensive, so you know what you're getting into if you're in the market for a tech product. "*

- Lynn Anderson, SR VP of Channel Market, Hewlett Packard





# GADGETGRAM.COM

Your Source for All Things Tech



GadgetGram is an online technology news source for product reviews and the latest tech trends. It offers visitors a variety of interactive and educational resources as well as many exciting and enticing purchase opportunities. With a large and expanding viewership comprised of visitors from diverse demographics and multiple geographic regions, GadgetGram.com is a premium venue for product sales and sponsorship, advertising placements, and branding opportunities.

A weekly guest on several morning news shows including CBS Chicago and Indy Style TV, regional lifestyle magazine television shows covering almost 5 million in viewers, as well as monthly appearances on Pet Pals TV as "The GadgetGUY", reaching over 6 million in viewers in 26 markets including Los Angeles, Dallas and Denver, David has become recognized as an important commentator and influencer. For the last 20 years, David has appeared in newspapers, magazines, radio, and TV around the world, reviewing the latest in consumer technology. David has been featured on:

**LAURA INGRAHAM**



the  
**mark  
LEVIN** SHOW



live  
**Kelly  
&  
Ryan**





# SPONSORSHIP OPPORTUNITIES

Have a Tech Product or Service You Want to Market?

David's technology expertise has earned him a reputation as an influencer in the field -- and audiences in the millions -- which he will use to get eyes on your company. But he won't just sponsor products without doing his homework. David cherishes the trust of his radio, television, and web followers and does not take that for granted. He will ensure that anything he puts his name to has been heavily researched and tested.

***Get your product in front of:***

**250K**

Website Visitors  
a Month

**500K**

Social Media  
Followers

**22M**

Viewers &  
Readers

The GadgetGram Network offers instant visibility and guaranteed exposure in front of your target audience for less than a penny per impression in mediums such as:



**1. IndyStyle TV Magazine Show** (Covers 4 states, reaches 1.7 million viewers and 3.5 million in readership on their website [sample](#))



**2. CBS Chicago This Morning Show** (Viewership 750k households)



**3. HSPA** (Hoosier State Press Association (Monthly print circulation (rate base) is 855,000, 2.5 million readers, 90 newspapers; web traffic is 416,000 UVM.)

# SPONSORSHIP OPPORTUNITIES

continued



**4. South Carolina Living Magazine** (Monthly print circulation (rate base) is 591,000; web traffic is 21,000 UVM. Format attached.)



**5. Kentucky Living Magazine** (Monthly print circulation (rate base) is 475,000; web traffic is 36,000 UVM.)



**6. Georgia, North Carolina, Alabama and Louisiana "Living" Magazines** (These stories aren't guaranteed but are picked up as a per needed basis. Monthly print circulation for all 4 (rate base) are 4,230,000; web traffic is 395,000 UVM.)



**7. Pet Pals TV** (6 Million in viewership covering IN, CO, UT, PA, TX, CA, MI, OH, KY, DC, MN, MD, AL, NC, and 26 markets including Denver, Los Angeles and Austin). This is a fairly new gig for us, and focused mainly on pet gadgets.



**8. GadgetGram.com** and others (221k UVM): We'd also put the story on our other sites, in our "GadgetGUY" newspapers (over 110 newspapers), on our social media channels and SMM partners (over 300k followers, 5 mil views a month), and we'll submit a shorter version of the story to magazines we occasionally contribute to (GQ, Wall Street Journal, Mens Health, USA Today, PC Mag- submit articles to these guys weekly. These of course are not guaranteed but we get about a 16% placement rate). These ops will happen a little later in the year.



**9. iHeart Radio** (120 million listeners). Regional and national tech round-ups 12 times a year. This starts the beginning of next year, and it's a 3-min round-up of new tech each month.



# SPONSORSHIP OPPORTUNITIES

continued



**Savvy Living:** Nationally-syndicated show with a tremendous reach of nearly 102 million homes reaching nearly 90% of U.S. markets including New York, Los Angeles, San Francisco, San Diego, and Miami/Fort Lauderdale. It's also syndicated through Smart TV programming such as ROKU TV, Amazon Fire, Apple TV, Android TV, reaching over 100 million households.



**Fox News GO and Fox Business GO Online TV:** Brand Promotion Videos/Commercials: Promotional 30-second video/commercial spot (that you can provide as turnkey or that we can produce for you) to air as a targeted Internet campaign on FOX News Go and/or FOX Business GO (TV Everywhere).



**National Print Coverage...**Guaranteed!: Have your product featured in hugely popular magazines with brand-minded readers like Cosmo, Allure, US Weekly, InTouch, Life & Style, OK! Magazine, Star, New York Magazine, GQ, Men's Journal and Rolling Stone (audiences run from >1 million to >16 million depending on magazine)



**The Suitcase Life:** Travel trends, leisure and lifestyle authority Merilee A. Kern is a good life connoisseur who keeps her finger on the pulse of the travel marketplace in search of new and innovative must-haves and exemplary experiences at all price points, from the affordable to the extreme. She spotlights the best of the best across all travel categories—as well as noteworthy marketplace change makers, movers and shakers.

# REPEATED REACH

GadgetGram and its partners have over a half-million followers on its Social Media Channels to get you in front of your target market.



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National Weekly Reach in over 200 newspapers  
touching over 10 million readers

**CHICAGO  
SUN★TIMES**

**WALL STREET  
JOURNAL**

**IndyStar.**  
PART OF THE USA TODAY NETWORK

**The  
Dallas  
Morning  
News**

**San Francisco  
Chronicle**



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*"GadgetGram keeps me informed more than most tech sites because its layout allows me to pick and choose the stories I want without scrolling a mile...and the content itself is very compelling"*

-John Deprez, Director, HP Media Group

A man with short, dark hair, wearing a dark blue suit jacket over a light blue checkered shirt and a blue tie, is sitting on a wooden slatted bench. He is looking back over his right shoulder towards the camera. His right hand is resting on his right knee, and his left hand is resting on the back of the bench. The background is a plain, light-colored wall with a dark grey horizontal band at the top.

## CONTACT

e: [dnovak@gadgetgram.com](mailto:dnovak@gadgetgram.com)

p: 317.300.4761