



EASYNATIVE



TECHTIMES



MEDIA KIT 2023

OVERVIEW



Incorporated in 2012, Tech Times LLC is a fast-growing, digital media company that owns and manages several web properties, including flagship site TechTimes.com, which delivers news, reviews, opinions, and analyses on technology, health, science and culture, reaching an audience of over 5 million monthly readers worldwide.

At Tech Times, we take a critical approach to news, providing in-depth coverage and analysis as well as monitor relevant and useful worldwide technological innovations for our readers.

Tech Times focuses on the intersection between technology, lifestyle and culture and exists to create new economic opportunities and developments by closely following market trends and key events that are not necessarily covered by mainstream media.

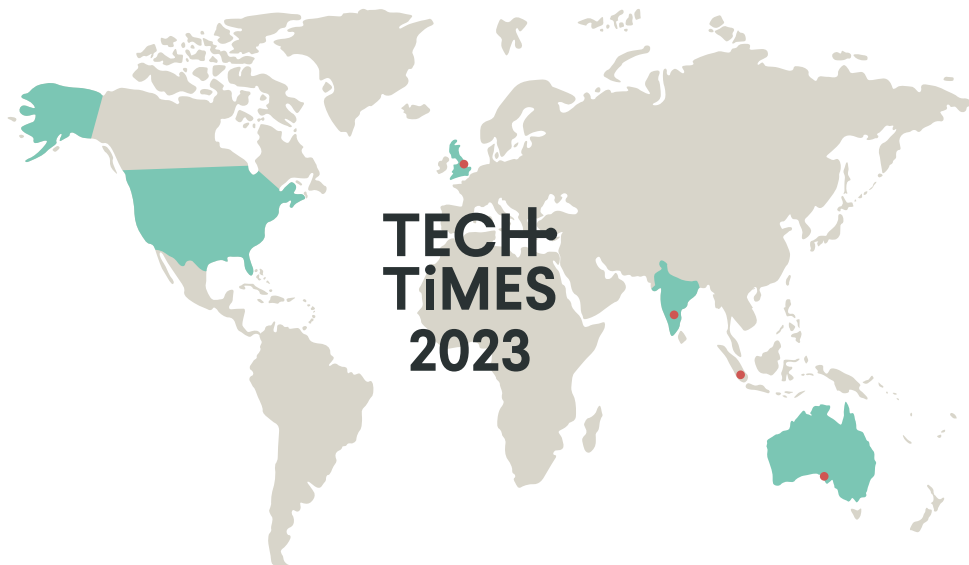
We connect the dots to present an unbiased, critical picture of the technological progress taking place every day worldwide, that impacts our readers, so they can make smarter, informed decisions.

VISION TECH TIMES 2023



We wish not to be just another technology news site that's feeding the gadget and technology obsession of tech-savvy readers, but we want to be something bigger. TechTimes.com wants to be the go-to technology news site, the destination for those who want to understand technology, understand how it works, understand how it's going to make their lives more simple or complex, by demystifying technology and explaining how it impacts and influences their lives.

To remain not just competitive but become a frontrunner among technology-focused digital media publications, Tech Times has laid out a roadmap - Vision Tech Times 2023 - reaching 20 million monthly readers globally by Year 2023. To make this possible, Tech Times will set up business and media bases in strategic countries over the next five years, including India, the UK, Australia and Singapore and launch five different language editions, including Japanese and Chinese.



COLLABORATION **TT X EN**



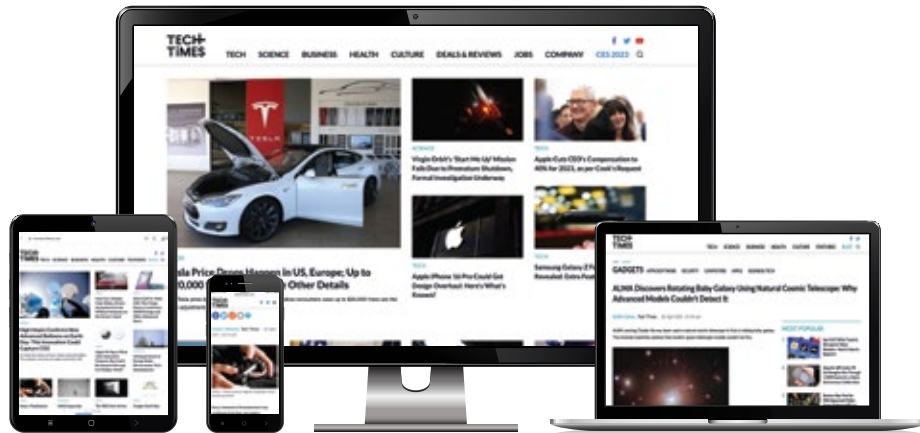
TECHTIMES, a renowned online technology news platform, has established a strategic partnership with EasyNative, a cutting-edge native advertising agency. Under this partnership, EasyNative has been designated as the exclusive native advertiser for TechTimes.

EASYNATIVE offers a smart and innovative solution for brands to effectively showcase their content across various web and mobile media properties. Their platform enables brands to create and publish content that is seamlessly integrated into the user's browsing experience, thereby enhancing their engagement and user experience.

Through this collaboration, TechTimes aims to enhance the quality of its advertising offerings by providing native ads that blend in naturally with its content, providing a more valuable and engaging experience for its readers. And our clients are able to tap in 100 million influencers with the help of Easynative Intelligent tool, perfect for influencer marketing.

Together, TechTimes and EasyNative are committed to providing a superior native advertising experience that delivers value to both advertisers and users alike. This partnership is a significant step towards achieving that goal and represents a great opportunity for both companies to grow and expand their offerings.

TRAFFIC OVERVIEW

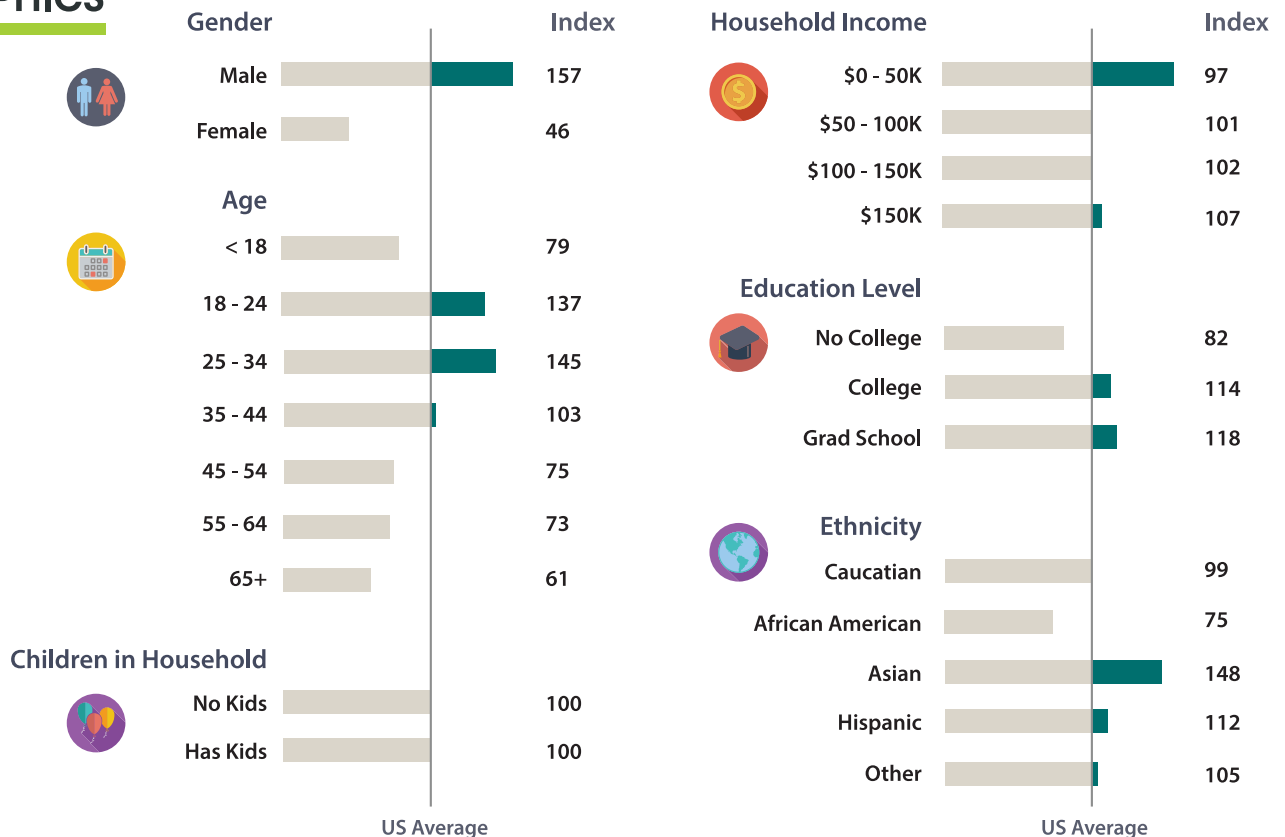


TRAFFIC Tech Times is one of the top technology news sites in the U.S., reaching over 5 million monthly readers worldwide.

GEOGRAPHY

| COUNTRY | UNIQUES(COOKIES) | INDEX | DMA | UNIQUES(COOKIES) | INDEX |
|----------------|------------------|-------|-----------------|------------------|-------|
| United States | 3,802,705 | 112 | New York | 331,433 | 113 |
| United Kingdom | 482,131 | 222 | Los Angeles | 239,527 | 171 |
| India | 317,447 | 225 | San Fran-Oak-SJ | 217,721 | 148 |
| Canada | 241,818 | 268 | Wash DC(Hag) | 146,937 | 95 |
| Australia | 180,630 | 302 | Chicago | 136,649 | 99 |

DEMOGRAPHICS



TRAFFIC OVERVIEW

BUSINESS & OCCUPATION

INDUSTRY & OCCUPATION

| Employer's Industry | Affinity | Occupation | Affinity |
|-----------------------|----------|------------------------|----------|
| Professional Services | 1.21 X | Research | 1.24 X |
| Law | 1.19 X | Marketing | 1.17 X |
| Manufacturing | 1.18 X | Administration | 1.14 X |
| Entertainment | 1.14 X | Information Technology | 1.13 X |
| Healthcare | 1.12 X | Operations | 1.11 X |

GENERAL INTERESTS

| Interests | Affinity |
|------------------------|----------|
| Computers & Technology | 6.8 X |
| Law | 4.6 X |
| Manufacturing | 3.3 X |
| Entertainment | 2.8 X |
| Healthcare | 2.8 X |

WHY CHOOSE TECH TIMES?

- Brand safe site
- Over 5 million highly engaged monthly unique visitors globally
- Among top technology news sites in the US
- Targeted national and global reach
- High viewability
- Audience that consist of:
 1. Millennials
 2. Technophiles
 3. Movie & TV Lovers
 4. Hardcore Video Gamers
 5. Mobile Enthusiasts
 6. Tech influencers and professionals
 7. Affluent and educated consumers



VIDEO OPPORTUNITY



Tech Times' key video offering - Tech Times TV - is a repository for the Internet's best and most informative video content. It is a premium destination for technology, health, science, culture and lifestyle videos on the Web. Our videos target discerning and educated viewers ranging from business professionals and affluent consumers to teens and millennials.

In addition to the existing video content offerings on Tech Times TV, Tech Times will partner with you to create custom video content and offer pre-roll, sponsorships, custom video development and network syndication opportunities.

TARGETED AUDIENCE

Using data collected across our website, we are able to create specialized audience segments based on your demographics criteria to target the audience you want your campaign to reach as it runs on our site. To maximize reach and optimize user engagement, your ad will only be seen by your target audience, resulting in a more successful campaign.



ADVERTORIAL PROCESS

01. Content Planning



02. Content Creation



03. Promotion



04. Progress Report



05. Cross Platform Advertisement



06. Optimization



ARTICLE EXAMPLES

TECH+TIMES TECH SCIENCE BUSINESS HEALTH CULTURE DEALS & REVIEWS JOBS COMPANY CES 2023

HOME • DEALS & REVIEWS

DEALS & REVIEWS CAMERAS COMPUTERS



Google Pixel 7, Pixel 7 Pro Are Back to Their Black Friday Price Discounts



It seems like it is Black Friday all over again.

Teejay Boris, Tech Times | 09 January 2023, 02:01 am

Google Pixel 7 and Pixel 7 Pro are back to their Black Friday discounts at giant retailers, bringing down the prices of the Android flagships to low levels once again.

Even if the holidays are now over, Google is still giving away its latest Pixel phones like it is Christmas all over again.

3.  Tesla Price Drops Happen in US, Europe; Up to \$20,000 Savings? Here Are Other Details
4.  Microsoft To Invest \$10 Billion in OpenAI Startup


01 REVIEW

02 INSTRUCTIONAL

APPS/SOFTWARE GADGETS WEARABLE TECH SECURITY APPLE INTERNET

Your Guide To Pokemon Go Spoofing iOS


Eric Hamilton, Tech Times | 07 July 2020, 12:07 pm



(Photo: Your Guide To Pokemon Go Spoofing iOS)

Niantic has a unique mission to help people get explore the world and connect with others. In today's social distancing era, the gaming giant has come ahead for players who enjoy playing games developed by Niantic. In this post, we will talk about how to play Pokemon Go safely and securely, including methods such as Pokemon GO joystick iOS, while following social distancing guidelines.

The pandemic has changed everything, and Pokemon Go has no exception. In response, Niantic has come up with some new game mechanisms to allow players enjoy the game without breaking stay-at-home protocols.


 Niantic, Inc. @NianticLabs

To our Niantic community: Learn what additional changes we're making to help you play in and around your homes during these uncertain times. We're also working hard on additional updates to our roadmap. Learn more here:






Google Fi
A phone plan, by Google

Save \$100 on Motorola One 5G Ace

\$170 \$100



MOST POPULAR

1.  Security Researcher Develops Powerful Data-Mining Malware Using ChatGPT
2.  New Genetically Engineered T-Cell May Effectively Eliminate Cancer Tumors
3.  New Antibody-Based Therapy Shows Promise Against Aggressive Prostate Cancer
4.  Apple MacBook Air 2023: 13-Inch Displays Reportedly Under Production, M3 Chip to Power It—When?
5.  'ChaoGPT', the New AI Bot, Aims for Global Dominance and Destroying Humanity as per its Tweets

ARTICLE EXAMPLES

Domino's Self-Driving Pizza Delivery Robot From Nuro Rolls Out in Houston—How Does It Work?



Isaiah Alonzo, Tech Times | 12 April 2021, 07:04 pm



(Photo : Domino's Pizza)

Domino's Pizza and Nuro Robotics have released the first self-driving pizza delivery robot to bring its goods to customers. This robot has gone through an actual road test of its capabilities, features, and functions. It is a fully autonomous technology from Nuro, which goes around at one's location and requires a pin to enter before opening and bringing the goods. Science fiction films have officially taken one step further into reality as Domino's Pizza and Nuro Robotics brought one of the

MOST POPULAR

-  **Elon Musk Confirms Reason Why We Need Bigger Rockets: NASA Simulation Shows Earth Can't Handle Asteroid Impact**
-  **Micro-op Cache Vulnerabilities in Modern CPUs Could Not Be Solved by Low-Level Fixes—What These Presented to Researchers?**
-  **Microsoft Windows 10 Update Fix: Gaming Performance Issues, KB5000842 and KB5001330 Fixed**
-  **Warren Buffett 'Alright' with Vice Chairman Saying He's 'Disgusted' With Cryptocurrency**

03 PRESS RELEASE

TECH BUZZ COMPANY PEOPLE

EQIBank CEO Jason Blick Interview: Why DeFi is Set to Completely Revolutionize Finance in 2021

Ernest Hamilton, Tech Times | 05 April 2021, 10:04 am



(Photo : EQIBank founder and CEO Jason Blick)

With inefficient, siloed business models and antiquated technology holding back traditional banks, the door has been opened for a global Decentralized Finance (DeFi) alternative to transform the future of digital finance.

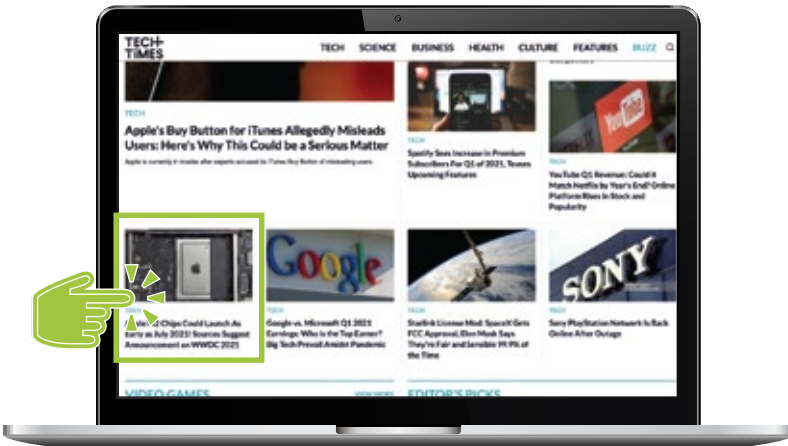


-  **Furry Animals' Cause Internet Outage: Canadians Blame Beavers for Chewing Fiber Cables**
-  **Apple AirDrop Vulnerability Exposes 1.5B Users, Leaving the iOS, macOS Open for Hackers—How to Protect Data?**
-  **Could Elon Musk's 'To The Moon' Be About Tesla and Not \$DOGE? Tesla Bull Investors**

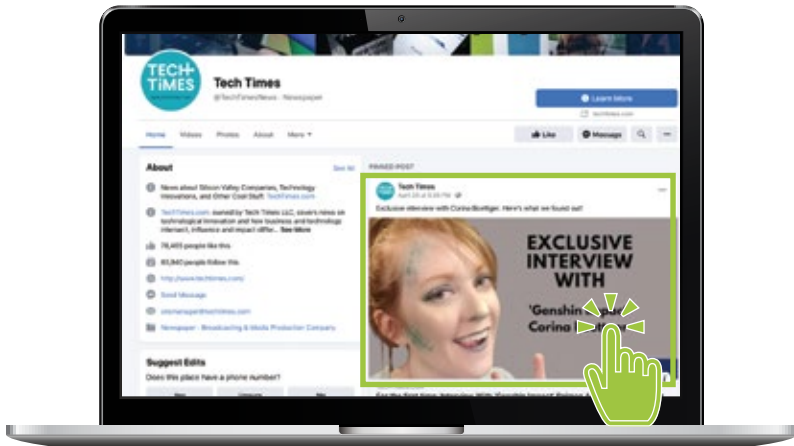
04

INTERVIEW

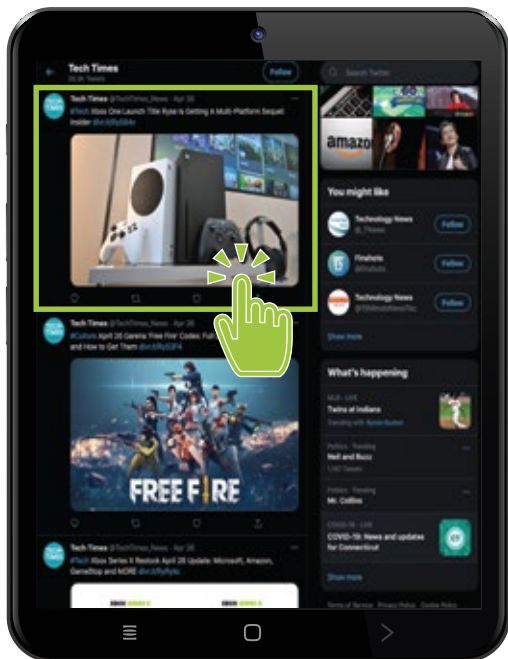
POSITIONS & PROMOTIONS



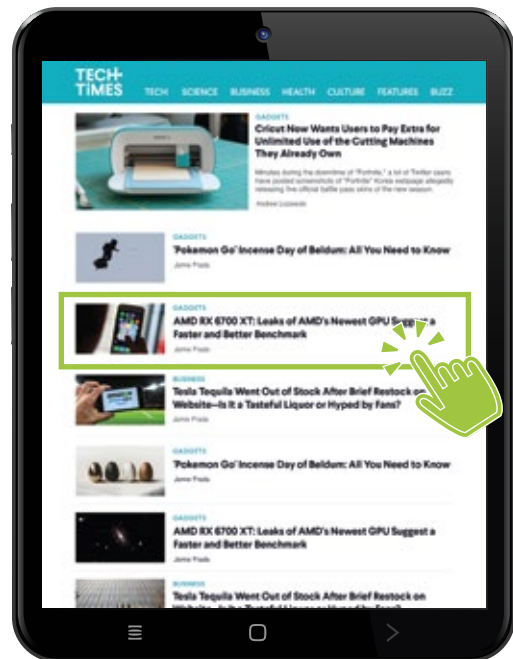
Frontpage Coverage



Facebook Promotion



Twitter



Newsletter

PACKAGE PRICE

| FEATURES | PACKAGE 1 | PACKAGE 2 | PACKAGE 3 |
|--------------------------------|-----------|-----------|-----------|
| | \$ 1,500 | \$ 2,500 | \$ 3,000 |
| Number of Articles | 1 | 2 | 3 |
| Professionally Written Article | ✓ | ✓ | ✓ |
| Google Index | ✓ | ✓ | ✓ |
| Permanent Placement | ✓ | ✓ | ✓ |
| Front Page Coverage | ✓ | ✓ | ✓ |
| Facebook Promotion | ✓ | ✓ | ✓ |
| Twitter Promotion | ✓ | ✓ | ✓ |
| Newsletter Promotion | ✓ | ✓ | ✓ |
| Live Professional Photos | ✗ | ✓ | ✓ |
| Video Review | ✗ | ✗ | ✓ |

Disclosure:
For more customized package,
please reach out to the Sales Manager at chris@techtimes.com

SUBSCRIPTION PRICE

| FEATURES | PLAN 1 \$ 2,000 | PLAN 2 \$ 1,500 |
|--------------------------------|--------------------|--------------------|
| Number of Articles | 3 | 3 |
| Professionally Written Article | ✓ | ✓ |
| Google Index | ✓ | ✓ |
| Permanent Placement | ✓ | ✓ |
| Front Page Coverage | ✓ | ✓ |
| Facebook Promotion | ✓ | ✓ |
| Twitter Promotion | ✓ | ✓ |
| Newsletter Promotion | ✓ | ✓ |
| Internal Linking | ✓ | ✓ |
| External Linking | ✓ | ✓ |
| Tech Times Logo Stamp | ✓ | ✓ |
| Directory Listing | ✓ | ✓ |

3 Months Subscription

12 Months Subscription

INFLUENCER MARKETING



Save time researching and working with influencers by letting our team of experts handle it. We have years of experience working with top influencers and know how to run successful campaigns. We'll find the best influencers for your target audience and create a strategy that fits your company's goals.

EasyNative collaborates with the largest brands globally. We can assist in creating social media campaigns, managing accounts, producing interesting content, and launching NFTs. We have a vast network of millions of creators that can be used to deliver the best value to brands as the creator economy grows.



Creators Sample



SARA DIETSCHY
Loves to share about Tech, Creativity, Documentary, Reviews / How-To & Entrepreneurship
907K @saradietschy



SIMPLYPOPS
Quality videos of technology, gaming, vlogs, and more. Just a simple guy trying to make it big. My goal is to inform, entertain, and inspire viewers around the world and make a difference in people's lives.
229K @SimplyPops



SNAZZY LABS
Snazzy Labs has brought the most honest consumer tech reviews to the Net since 2008.
1.11M @snazzy



REBECCA BRAND
Rebecca Brand shows all kinds of LIFESTYLE with FUN!
178K @RebeccaBrand



SHANE STARNES
Passionate on reviewing all the latest Tech and Gadgets
210K @DroidModderX



ENOYLITY TECHNOLOGY
Get the latest concept trailers and tech reviews of the upcoming smartphones and latest gadgets.
907K @enolitytechnology



MOYEET7
All about Tech, Reviews and Lifestyle
330.27K @6741368793978684422



FALLENFOE
Passionate on ANYTHING TECH
715.3K @6845316046166459397

CREATORS ONBOARDING PROCESS

01. Initial Batch

- After filing out the questionnaire
- EasyNative sends creator list to Brand for approval
- Brand approves or denies creators (*please submit reason for decline*)



02. Offering & Approval

- EasyNative begins sending offers to approved creators
- Brand and Easynative work together to replace any denied creators or those who declined the offer





03. Campaign Start

Once Offers are approved by the creators, the execution team begins running the campaign



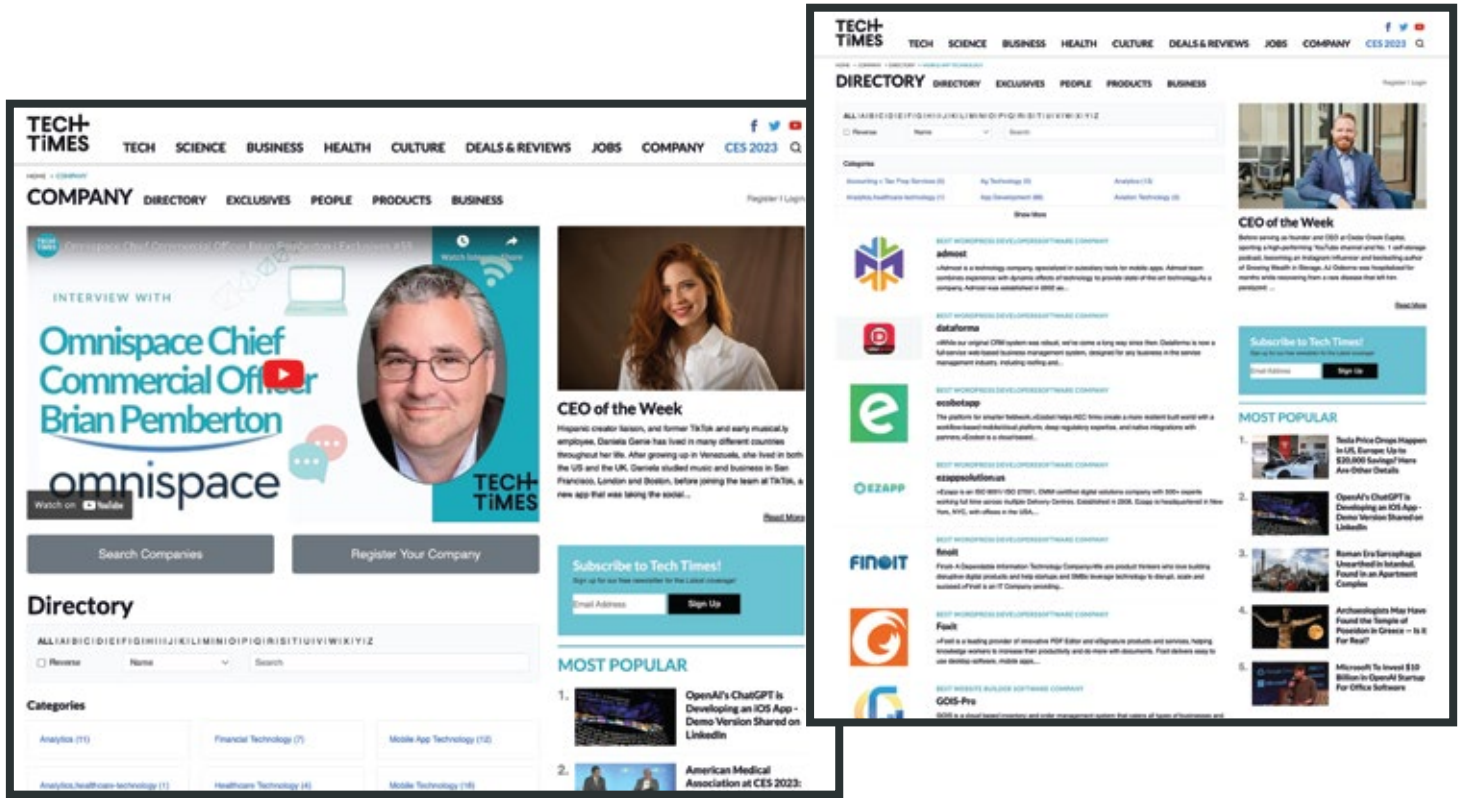
Add-on: Influencer Marketing

| | | | | | | |
|---|---|----------|----------|-----------|-----------|------------|
|  Youtube Influencer | Subscribers | 25,000 + | 50,000 + | 100,000 + | 500,000 + | 700,000 + |
| | Brand Shoutout (15 - 30 secs) | \$1,000 | \$1,500 | \$2,000 | \$2,500 | Customized |
| | Youtube Integration (1-2 minutes) | \$1,500 | \$2,000 | \$2,500 | \$3,000 | Customized |
| | Dedicated Video | \$3,000 | \$5,000 | \$7,000 | \$9,000 | Customized |
|  Tiktok Influencer | Followers | 25,000 + | 50,000 + | 100,000 + | 500,000 + | 700,000 + |
| | 30s | \$800 | \$1,200 | \$1,800 | \$2,500 | Customized |
| | 60s | \$1,200 | \$1,800 | \$2,500 | \$3,000 | Customized |
| | 3m | \$2,500 | \$5,000 | \$7,000 | \$9,000 | Customized |

*The price is for 1 influencer.

*For a customized influencer marketing solution please let your account manager know.

COMPANY DIRECTORY



The TechTimes directory is a valuable resource for businesses and organizations looking to improve their SEO efforts. By submitting your business information to our directory, you are creating a valuable connection with our website, which can help increase your visibility and search engine rankings.

Our directory offers a high domain authority, which can also contribute to an improvement in your website's rankings. Additionally, being listed in the TechTimes directory can increase your business's visibility in local search results, making it more likely for customers in your area to find your business. We offer the ability to include important information such as your business's address, phone number, hours of operation, and website, making it easy for customers to find and contact your business.

In addition to the SEO benefits, our directory also provides an opportunity to create a detailed profile of your business, highlighting your unique selling points and showcasing customer reviews.

The TechTimes directory offers an effective and cost-effective solution to increase visibility, drive traffic to your website and promote your business. We invite you to take advantage of this valuable resource.

COMPANY INFO

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<https://www.techtimes.com>

ADVERTORIAL OPPORTUNITY

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