techlicious

TECH MADE SIMPLE.



# Built by journalists.
# Trusted by consumers.
# Driving results for brands.

## Trade Show Media Kit 2027

# Techlicious at a Glance

Techlicious is a trusted digital media brand that helps everyday consumers make smarter tech choices. With a gender-balanced, high-income audience and deep editorial credibility, Techlicious is a proven partner for brands looking to drive real-world purchase decisions.

**250,000+**
Monthly Visitors

**160,000+**
Instagram Followers

**40,000+**
Newsletter Subscribers

**24,000+**
Facebook Fans

## Editorially led by veteran journalists.



### Suzanne Kantra

Former Tech Editor at *Martha Stewart Living and Popular Science*

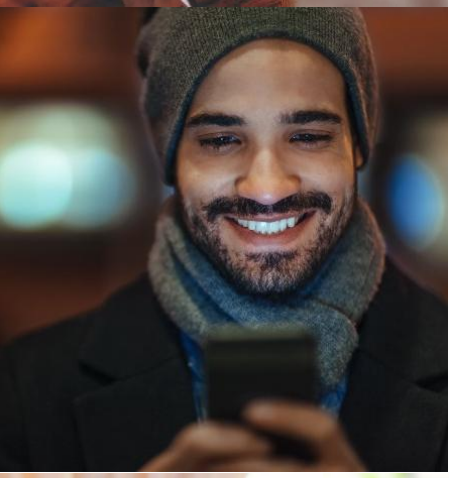


### Josh Kirschner

Tech journalist and digital media strategist with 30+ years of industry experience

# Our Audience = Your Ideal Customer







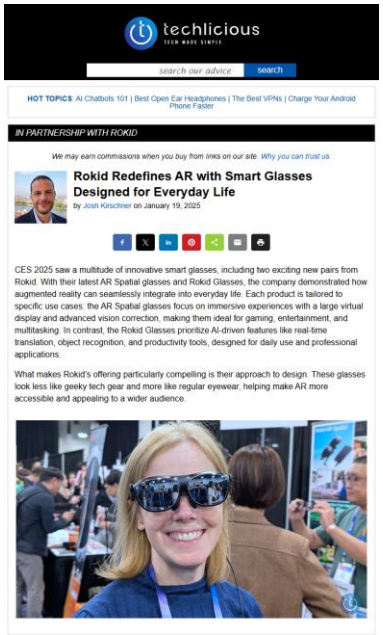
*Techlicious reaches real people making real tech buying decisions.*

Whether it's upgrading a phone, choosing a laptop, or setting up a smart home, our audience comes to Techlicious to find trusted advice at the moment it matters most.

- **Ages 35-44** – peak purchasing years
- **62%** College degrees or higher
- **32%** earn $100k+
- **50% Male / 50% Female** – a rare gender balance
- **49%** have children at home

# Maximize the Reach of Your Show Messaging

**The Techlicious team has worked with hundreds of brands to craft professional, engaging content that delivers results.**


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search our advice search

HOT TOPICS: AI Chatbots 101 | Best Open Ear Headphones | The Best VPNs | Charge Your Android Phone Faster

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**Rokid Redefines AR with Smart Glasses Designed for Everyday Life**

by Josh Kirschner on January 19, 2025

CES 2025 saw a multitude of innovative smart glasses, including two exciting new pairs from Rokid. With their latest AR Spatial glasses and Rokid Glasses, the company demonstrated how augmented reality can seamlessly integrate into everyday life. Each product is tailored to specific use cases: the AR Spatial glasses focus on immersive experiences with a large virtual display and advanced vision correction, making them ideal for gaming, entertainment, and multitasking. In contrast, the Rokid Glasses prioritize AI-driven features like real-time translation, object recognition, and productivity tools, designed for daily use and professional applications.

What makes Rokid's offering particularly compelling is their approach to design. These glasses look less like geeky tech gear and more like regular eyewear, helping make AR more accessible and appealing to a wider audience.






# Trade Show Promotion Opportunities

## Premier Opportunities

***Includes*:** **Booth or Table visit** by the Techlicious editorial team

**Onsite product photos or video** taken by Techlicious

### 1) Sponsored Article – starting at $2,000




**Article bylined by a Techlicious editor**

*Optional: 2x promotions in newsletter - $500 (45k subscribers)*

### 2) Instagram/TikTok Short Video – starting at $3,000




**Guaranteed 30-day minimum 10k views** (est. 30k+ views)

*Optional: 100k views - $4,000 additional (est. 250k+ views)*

### 3) Booth Tour/Executive Interview Video – $based on needs

### 4) Press Conference Attendance – available as an add-on to any sponsorship package

# Editorial Show Awards










Get recognition for your products at the world's leading consumer technology shows.

- Independent evaluation by veteran tech journalists
- Coverage across CES, MWC, IFA, and select shows
- Physical trophy at your booth
- Award badge for marketing and press materials
- Featured in Techlicious editorial coverage

**Visit awards.techlicious.com to submit your products**

# How to reach us



## Sponsorships

Josh Kirschner

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Book a time on my calendar



## Editorial

Suzanne Kantra

Founder, Techlicious

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