

Techbook Online, a news and event company that everyday publishes original stories of impact, issue, inspiration and innovation, reaches large local, national and global audiences across channels and platforms, including Apple News.



Houston's

Voice



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criticl.me/post/why-was-b... Great Read!

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1,158 TWEETS

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Techbook Online, headquartered in Philadelphia, is the largest and most active publisher on Comcast's www.PhillyinFocus.com. The company's CEO is Mr. Christopher "Flood the Drummer®" Norris, an award-winning journalist whose voice is heard weekly on 900am WURD, the city's only black-owned talk radio station.

In 2015, Mr. Norris was named a #PhillyChanger by Generocity & credited by Philadelphia Magazine as a go-to-source for news on police reform & the #BlackLivesMatter movement.



ONLINE & ON-THE-AIR



Techbook Online's media production strategy is to invest in a single piece of content and repurpose it across platforms, including Apple News. On average, our content is disseminated to a combined social media audience of more than a quarter of a million people.

The company's talent, including its CEO, regularly publishes on GoodMenProject.com, one of the world's largest websites for men, which, on average, garners 1.2 million total page-views a week.

Techbook Online every Friday aggregates its content into the "Links Back to #TheWeekThatWas" digest and disseminates it through email and social media. Additionally on Fridays, the company's CEO appears on 900am WURD for a live radio segment entitled #TheWeekThatWas.

Techbook Online every quarter co-produces an online live broadcast with The Dr. Vibe Show, and the company's talent is often featured on The Dr. Vibe Show's flagship live Sunday night broadcast, which is both live tweeted by, and reposted on, GoodMenProject.com.

TABS!™, the company's quarterly flagship publication which is marketed worldwide and available exclusively on www.techbookonline.com, averages 100 downloads a day and features an average of 60 FREE stories.

ON-THE-GROUND

Click on the
dates to read
the event's
news coverage.
(Mo/Yr.)

Techbook Online on [2/11/15](#) attempted and succeeded in something that hadn't, in the 21st Century, been done before in Philadelphia: convening law enforcement officials, politicians, media executives and activists for a public conversation on improving policing, political participation and news coverage in African-American communities.

Other key events:

Mayoral Forum:	Drum Duel:	Minding Climate Change:	Manning Town Hall:	McDuffy Town Hall:	Zimmerman Verdict Protest:	Trayvon Martin Vigil:
4/15	09/14	4/14	1/14	9/13	7/13	3/12

AUDIENCE

Those who consume and engage Techbook Online's content and talent are mostly active citizens, super-voters and world-changers who are mobile-first readers. The audience is majority millennial male, and the content, more often than not, is rooted in themes of social justice, thought-leadership and policy.



Target Age

Males, 18-40; Females: 25-55

Key Markets

Philadelphia, Houston, Chicago, Toronto, San Francisco, London & the District of Columbia

Interest

Charity, Politics, Education, Activism, Leadership, Philanthropy, Technology, Skill-Building & Problem-Solving Conferences

Range of income

\$30-100K

Occupations

Organizers, Entrepreneurs, Non-Profit Leaders, Educators, Authors & Writers, Elected & Appointed Public Officials

NATIVE ADVERTISE

Techbook Online offers a unique native advertising option that allows marketers to produce branded written content alongside the company's talent roster.

Starting at \$375 per post, ADjacent™ offers marketers several platforms, including Apple News, on which their brand's story can be shared.

ADjacent™ by Techbook Online is appealing to marketers on two fronts: affordability and viewability, the latter due to a focus on repurposing content.

ADjacent™ is ideal for marketers who want to attract audiences by sharing thought-leadership, profiles, brand expertise and customers' testimonials.

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