

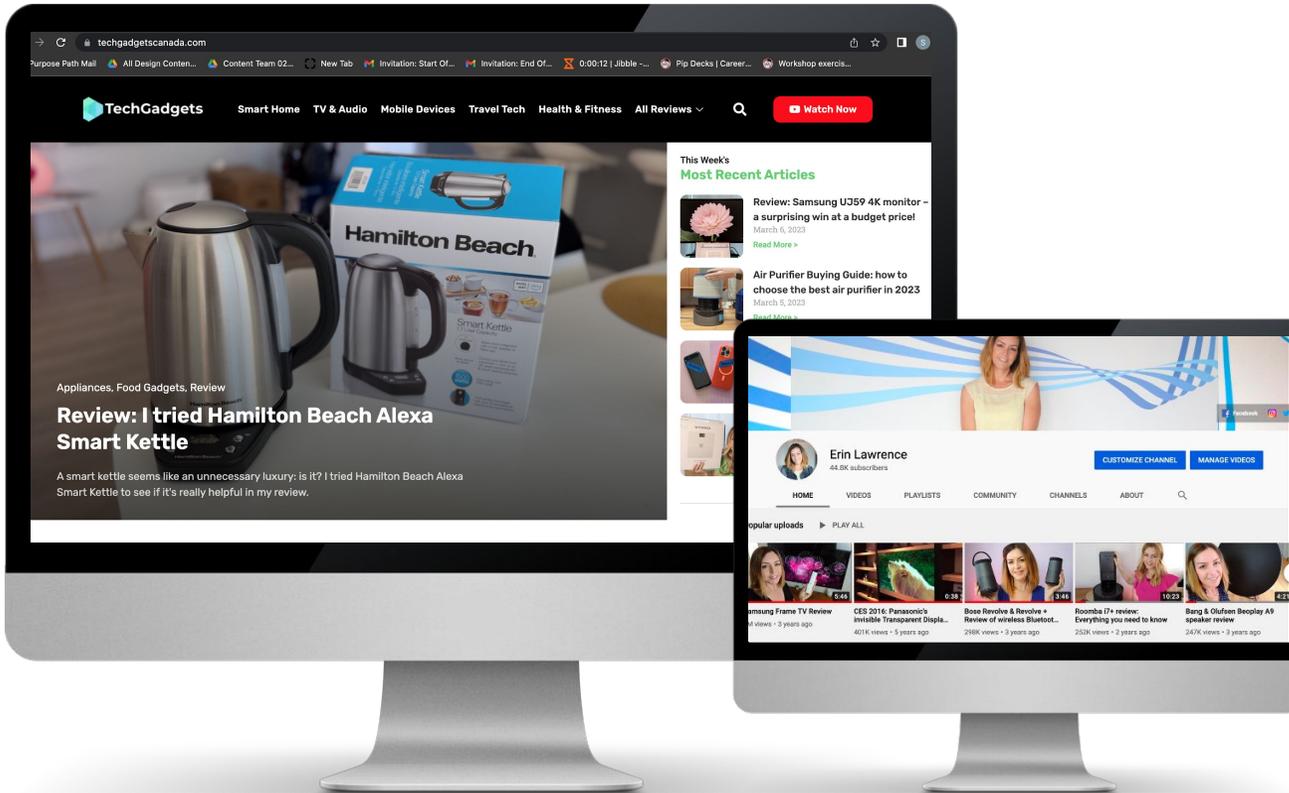


BROCHURE 2023



[TechGadgetsCanada.com](https://www.techgadgetsCanada.com) and [TechGadgetsInternational.com](https://www.techgadgetsInternational.com) focus on technology news, gadget reviews and new products of interest to Canadian and U.S. consumers. Operated by broadcast journalist and writer Erin Lawrence, the website and YouTube

channel [YouTube.com/ErinLawrenceTV](https://www.youtube.com/ErinLawrenceTV) regularly feature news and reviews, plus topics including home & lifestyle content, travel, health, and smart home gadgetry, to name just a few frequent topics.



Visitors come primarily from the USA, followed by Canada, the UK, and Australia, and readers are located all over the world.

We are always looking for new products, innovations, gadgets and technology to feature across our platforms and we love to see pitches and suggestions for coverage. As we get a very high number of requests, we are selective about the gadgets and products we ultimately review and feature.

Readership, Viewership & Engagement Data

TechGadgetsCanada.com

80,000-120,000 visitors/month



[YouTube.com/ErinLawrenceTV:](https://YouTube.com/ErinLawrenceTV)

70K subscribers (growing at ~1,000/month)
+25 Million total views
318,000-390,000 Views/month
2.2 million impressions/month
6.7% Click Through Rate



[@ErinLYYC](https://www.instagram.com/ErinLYYC)

13,000 followers



[@ErinLYYC](https://twitter.com/ErinLYYC)

3,100+ followers

[@TVChick1313](https://twitter.com/TVChick1313)

6,300+ followers
6-7,000 average
impressions/post



[TechGadgetsCanada](https://www.facebook.com/TechGadgetsCanada)

2,100+ likes
Reach: 300-600/post



About Erin

Erin Lawrence is a journalist, writer and professional TV and video producer with more than 20 years of experience in print media, network TV, radio, and web content. She is engaged across social media, with access to tens of thousands of users across several social media accounts and content platforms.

Media Appearances

As a former network TV news reporter and presenter, Erin has also appeared on Canadian network television and radio as a technology & gadget expert, including Global News and CTV News, Corus Radio Network, Get Connected Radio, as well as podcasts such as Home Gadget Geeks, Geeks and Beats and more. Erin is also available to act as a professional host/presenter for your earned or sponsored media appearances.



Working with TechGadgetsCanada.com & ErinLawrenceTV

We Offer:

- ❖ Written reviews & articles
- ❖ Professional quality videos
- ❖ Social media sharing and influence
- ❖ Other types of ads and promotional opportunities
are supported—just ask us

Top Categories

Browse All Technology Reviews

Check out detailed articles and entertaining videos from our wide range of product categories!

 Mobile Devices	 Health & Fitness	 TV & Audio	 Reviews
 Camping & Outdoors	 Smart Home	 Vacuums	 Travel Tech

Sponsored Blog Posts, Videos & Social Media posts

We welcome paid content opportunities including sponsored posts. We work with you on sharing your content and educating our technology-focused audience on new products and services. We offer

- ❖ Work done to a deadline
- ❖ Full metrics/statistics provided
- ❖ Use of your key messages; collaborative, positive tone
- ❖ Collaboration on content to deliver the results you want



The advantage of working with Erin Lawrence Media Inc:

Professionalism | Quality | Trust

TechGadgetsCanada.com and **ErinLawrenceTV** have grown from a hobby into reputable news sources readers and viewers have come to trust. We take that trust seriously and strive to produce the best content we possibly can. The bulk of posts are written and produced by Erin and hours of work can go into each one. We have worked with many major brands such as Philips, Sony, Samsung, JVC, Best Buy and more; please ask for references or work samples.



THANK YOU