

Contact: Ted Green  
The **Stratecon** Group, Inc.  
Phn 732.321.4181  
Fax 732.321.0378

P.O. Box 4362  
Metuchen, NJ 08840-4362  
Email: tedg@stratecongroup.com  
Web: www.stratecongroup.com



# Stratecon News

## The Stratecon Group & NewBay Media Reach Agreement on Content Supply Program

### Content to Include In-Depth Analyses on Key Industry Topics

Metuchen, NJ; March 24, 2015: The Stratecon Group, Inc. and NewBay Media, LLC have reached an agreement on a content supply program. Under this agreement, Stratecon will create a series of in-depth articles and analyses on a variety of key topics for the technology industry - and for electronic systems integrators - to be published by one or more NewBay Media properties.

NewBay Media is one of the world's largest media companies covering a wide range of industries including AV/Pro Audio, Broadcast/Video, CE/Gaming, Education, and Music. With a tagline promising "Content that Connects," NewBay Media offers an impressive roster of more than 60 print and digital magazines, 100 integrated web and mobile applications, superior newsletters and 75 conferences and conventions.

The Stratecon Group is a TECH industry marketing company that creates individually unique marketing solutions for any size or type of TECH company. Stratecon also has a very active media division with writers including founder Ted Green creating engaging content on marketing and business news and strategies appropriate for TECH business owners and managers. You can see much of this content at Stratecon's web properties, [www.strata-gee.com](http://www.strata-gee.com) and [www.stratecongroup.com](http://www.stratecongroup.com).

"We have followed the excellent content on Strata-gee.com for quite some time now," said Jeremy Glowacki, Editorial Director for NewBay Media's Residential Systems. "With in-depth stories, thoroughly researched and fairly reported - we recognized a unique voice sharing engaging content in a distinctive manner. NewBay is always looking for fresh voices and perspectives - and Stratecon's Ted Green brings that to a series of stories for NewBay."

Stratecon will create content for NewBay that represents a deeper dive into the top stories and issues of the day. The content will be lightly edited to retain its distinctive voice and will appear both in

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print and online for NewBay. Stratecon content for NewBay will be created solely for NewBay and will not appear anywhere else, including on Strata-gee.com.

"NewBay Media is one of the largest and most respected media groups in the world and we are deeply honored to be offered the opportunity to contribute to their technology-related media properties," said Stratecon founder and President Ted Green. "We couldn't be more excited about working with the incredibly talented and professional editorial team at NewBay, of whom we are avid followers, to create fresh, all-new content with our unique perspective."

Activities at Stratecon's websites will continue as before with no changes. Other than this content supply agreement, there is no other connection between the parties.

### About NewBay Media, LLC

NewBay Media is positioned at the center of the world's most dynamic industries—Music, AV/Pro Audio, Consumer Electronics/Gaming, Video & Broadcast, and Education. We connect and inform millions of constituents in these industries through our award-winning content, integrated media capabilities, and high-profile network-building and informative events. NewBay proudly serves some of the broadest BtoB professional and music enthusiast communities in the world through over 60 print and digital publications, 100 integrated web and mobile applications, 75 conferences and conventions, custom marketing services and e-commerce capabilities. Find out more at [www.newbaymedia.com](http://www.newbaymedia.com).

### About The Stratecon Group, Inc.

The Stratecon Group, Inc. was founded in 1999 by industry veteran Ted Green and since that time it has been assisting companies large and small with business planning and marketing strategies in areas related to business formation, brand awareness, advanced marketing techniques, expansion of market share, profitability, and more...mostly in the consumer electronics and custom integration spaces.

TSG can be reached via phone at (732) 321-4181, fax at (732) 321-0378, email at [tedg@stratecongroup.com](mailto:tedg@stratecongroup.com), or on the web at [www.stratecongroup.com](http://www.stratecongroup.com) & [www.strata-gee.com](http://www.strata-gee.com).

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