



UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

DIVISION OF
CORPORATION FINANCE

July 23, 2010

Mr. Johnny Lian Tian Yong
President and Director
TechMedia Advertising, Inc.
c/o 62 Upper Cross Street, #04-01
Singapore 058353

Re: TechMedia Advertising, Inc.
Item 4.01 Form 8-K
Filed July 9, 2010, as amended July 21, 2010
File No. 0-52945

Dear Mr. Lian:

We have completed our review of your Form 8-K and related filings and do not, at this time, have any further comments.

Sincerely,

Jonathan Wiggins
Staff Accountant