



CBSNEWS.com

Premium News and Original Content

Context and perspective found nowhere else.

Site and Audience Overview

13.2 Million	Monthly unique users ¹
55% / 45%	Male / Female ¹
62%	25–54 years old ¹
\$88,300	Average HHI ²
30%	Average HHI \$100k+ ²
80%	Attended college ¹

Influential and Engaged

90%	Have business decision-making influence ²
76%	Are asked for tech business advice ²
19 Million	Video streams ³

Trusted and Informative

CBSNews.com combines the most respected names in broadcast journalism with trusted investigative reporting and deep analysis. We're a digital news bureau with a focus on original content, reaching an influential and valuable audience.

Web shows such as 60 Minutes Overtime, What's Trending, Dr. Jonathan LaPook's weekly webcast, DOC DOT COM and Health and Wellness with Dr. Jennifer Ashton, create an authentic news environment for marketers to have an engaged dialog with valuable consumers.

Advertiser Benefits

Trusted brands

- CBSNews.com delivers an audience who want and demand content they can trust 24/7 to stay informed.

Cross platform opportunities

- Align your marketing message across the web, TV and mobile.

Immersive environments

- Leverage show based opportunities, live video experiences and original content including webshow series and blogs.

Find Out More: Contact NewsSales@cbsinteractive.com



SOURCES: 1. comScore Media Metrix, US, All Locations March 2011 2. CBS Interactive/Crowd Science Profile Study, CBS News Brand, 3/24 - 5/13/11 3. comScore Video Metrix, Total Videos, US, All Locations March 2011

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