



# The Largest Peer-to-Peer Networking Site

Where the most important 360° IT conversation is happening

## Monthly Site Stats<sup>1</sup>

<b>7.7 Million</b>	Unique users
<b>21 Million</b>	Page views
<b>84%</b>	Contribute to tech purchase decisions <sup>2</sup>

## Valuable Audience<sup>3</sup>

<b>14.2 Million</b>	Newsletters opened
<b>585,000</b>	Whitepaper, software and studies downloaded
<b>41,000</b>	User contributions
<b>\$88,000</b>	Average HHI <sup>2</sup>

## Real World Solutions for IT Leaders

TechRepublic is where the important 360° conversation of IT leaders is happening. With award-winning features like Tech Sanity Check, TR Dojo and Cracking Open, technology professionals and vendors learn from our expert editors and each other for a comprehensive, useful, and engaging experience. Coupled with ZDNet, the largest business technology site, you have an unparalleled business social networking environment with influential senior IT and business leaders.

## Advertiser Benefits

### Unparalleled reach to senior IT professionals

- Reach more technology insiders in a contextually relevant environment than any other site.

### The largest business peer-to-peer community

- Robust ad innovations that allow you to message active users across TechRepublic from awareness to direct response.

### Get involved in the ongoing conversation

- Unique programs allow ownership of topics where the vendor point of view is a critical part of the conversation.

### Turn prospects into qualified leads

- Our Direct program works as an extension to your overall Marketing strategy to grow your sales pipeline with an integrated and custom approach based on your marketing objectives.

Find Out More: [Contact BusinessSales@cbsinteractive.com](mailto:Contact BusinessSales@cbsinteractive.com)



SOURCES: 1. comScore Media Metrix Worldwide, All Locations, March 2011 2. CBS Interactive /Crowd Science Audience Profile Study, TechRepublic Brand, 3/24 – 5/13/11 3. CBS Interactive Internal Monthly Average, Newsletters, Downloads, User Contributions include ZDNet directory, April 2011

©2011 CBS Interactive. All rights reserved.