



IT Social Network of 1.7 Million Active Members

TechRepublic is the largest peer-to-peer networking site for IT leaders.

Monthly Site Stats¹

4.6 Million	Unique users
18 Million	Page views
84%	Formally involved in business tech decisions ²

Valuable Audience³

13.9 Million	Newsletters opened
1 Million	Whitepaper, software and studies downloaded
36,000	User contributions
\$83,100	Average HHI ²

Real World Solutions for IT Leaders

TechRepublic is where the important 360 degree 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 programs allow you to message the 1.7 million active users across TechRepublic from awareness to direct response.

Getting involved in the ongoing conversation

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

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



SOURCES: 1. comScore Worldwide All Locations, Sep 2010 2. CBS Interactive 2009 Business Audience Profile Study (Revised February 2010). Involved in business tech decisions Base: Employed. Average HHI Base: Total. 3. CBS Interactive Internal Monthly Average, Newsletters and Downloads include ZDNet directory

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