



Expert Analysis & Insight To Stay On Top

ZDNet is where business tech leaders go for trends, news and reviews.

Monthly Site Stats¹

23 Million Unique users

85 Million Page views

45 Million Sessions

Valuable Audience²

14.2 Million Newsletters opened

585,000 Whitepaper, software and studies downloaded

41,000 User contributions

\$101,000 Average HHI³

Get the Full Story Here

ZDNet provides the most comprehensive information to help leaders make the right business technology decisions. Coverage from more than 80 veteran bloggers and editors, a community of millions of active IT leaders and leading vendor resources provide for a 360 degree conversation. Coupled with TechRepublic, the largest peer-to-peer networking site for IT leaders, you have an unparalleled business social networking environment of dedicated and influential technology professionals.

Advertiser Benefits

Access to the people you want to reach

- Reaching more business technology insiders than any other competitive site.

A strong and responsive community

- Integrate messaging and content in an immersive environment where vendor dialogue is welcomed.

Innovation in advertising

- Unique ad programs allow ownership of topics where the vendor voice can play a large part in 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



SOURCES: 1. comScore Media Metrix, Worldwide, All Locations, March 2011; stats include TechRepublic 2. CBS Interactive Internal Monthly Average, Newsletter, Downloads, User Contributions include TechRepublic directory, April 2011 3. CBS Interactive/Crowd Science Audience Profile Study, ZDNet Brand, 324 – 5/13/11.

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