



Expert Analysis & Insight To Stay On Top

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

Monthly Site Stats¹

18 Million Unique users

79 Million Page views

36.4 Million Sessions

Valuable Audience²

13.9 Million Newsletters opened

1 Million Whitepaper, software and studies downloaded

40,000 User contributions

\$87,600 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.

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



SOURCES: 1. comScore Worldwide All Locations Sep 2010, stats include TechRepublic 2. CBS Interactive Internal Monthly Average, Newsletter and Downloads include TechRepublic directory 3. CBS Interactive 2009 Business Audience Profile Study, (Revised February 2010). Base: Total

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