



# Expert Analysis & Insight To Stay On Top

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

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

**5.2 Million** Unique users

**25.3 Million** Page views

**9.5 Million** Sessions

## Monthly Engagement<sup>2</sup>:

**10 Million** Newsletters opened

**1.7 Million** Business tools downloads

**233,000** Videos streamed

**47,000** User contributions

## Get the Full Story Here

ZDNet provides the most comprehensive information to help business technology leaders make the right decisions. Coverage from more than 40 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 [BusinessSales@cbs.com](mailto:BusinessSales@cbs.com)



SOURCES: 1. CBS Interactive Internal, Q1 2009 2. CBS Interactive Internal, June 2009

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