ANANDTECH

MEDIA KIT

CONTENTS

COMPANY PROFILE

ABOUT

AnandTech is the largest independent technology review site on the web with exten-
sive, unbiased coverage consumed by millions of readers. With the same determina-
tion and diligent approach to our mainstays, AnandTech strives to bring the freshest
editorials on convergence and industry evolution. The site is home to tech readers of
all kinds including: IT business decision makers, tech enthusiasts, purchasing influ-
encers, consumers and business executives, Do it Yourselfers, or eager newcomers
seeking news and insight. Anandtech reaches wide and delivers the latest content.
 high-profile and dynamic, the site gives advertisers significant and immediate impact.

WHO WE ARE

With a staff of technically astute editors and proven journalists concerned with
bringing the best to our audience, AnandTech has grown to over 35,000,000 page views
per month and 8.2 million readers. To make a site into one of the largest technology
sites on the Internet in such a short time is a monumental accomplishment. With tech-
nological expertise and a steadfast community, the site is designed to bring a breadth
of technological understanding to this early adopter readership.

- **35 million** impressions per month
- **8.2 million** readers

REACH.

www.anandtech.com

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ANANDTECH VISITORS:

- **98%** male, ages 18-45

- **80%** have been AnandTech visitors for over 10 years

- **85%** visit AnandTech daily or weekly

ANANDTECH VISITOR PROFILE:

- **92%** use AnandTech to influence purchasing

- **56%** are Managers or Executives

- **44%** have an income greater than $100K

- Provide advice for:
    - 93% computer hardware
    - 82% computer software
    - 78% Video, PC or console games

- AnandTech Forums
    - Nearly 300,000 registered users
    - 31,078,329 total messages on the forums
    - Average of 7,430 posts per day

THE POWER OF ANANDTECH:

- Over 273,000 plus technology-centered users daily

- Visitors with a thirst to understand the latest technology and products

- Visitors evaluating, comparing and ready to purchase

WHY ANANDTECH?

- Large, tech-savvy readership in the purchase decision mindset

- Ability to specifically target your key demographic from IT professionals to gamers to consumers

- Increase sales and foster purchase consideration

- Enhance your brand

- Banner opportunities, custom programs and unique social media programs available

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HOMEPAGE AND CATEGORY SPECIFIC

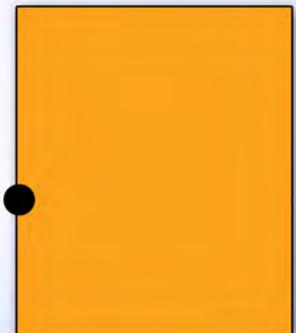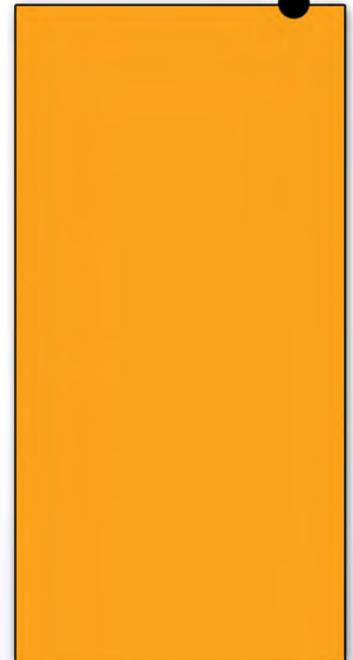Get optimal visibility on our most visited pages. Positioned well, you will achieve maximum exposure and the most return.
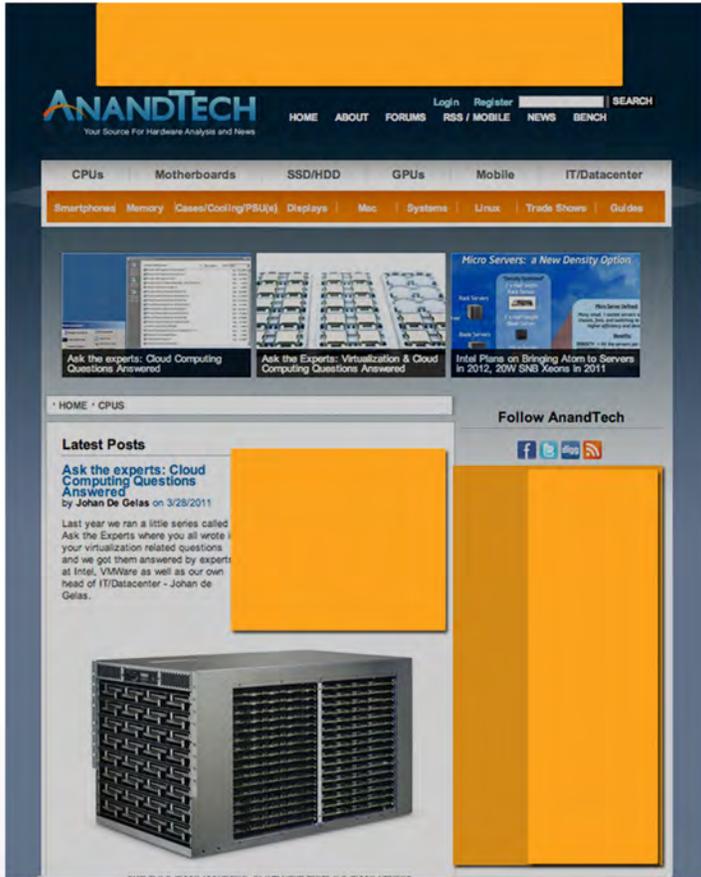
UPGRADED BOX

Dimensions: 300 x 600 pixels
File Size: 50 KB max
Formats: GIF or Flash (other formats available upon request)
Looping: 15 secs

SKYSKRAPER

Dimensions: 160 x 600 pixels
File Size: 50 KB max
Formats: GIF or Flash (other formats available upon request)
Looping: 15 secs

BOX UNIT

Dimensions: 300 x 250 or 336 x 280 pixels
File Size: 50 KB max
Formats: GIF or Flash (other formats available upon request)

LEADERBOARD

Dimensions: 728 x 90 pixels
File Size: 50 KB max
Formats: GIF or Flash (other formats available upon request)
Looping: 15 secs

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LMCD MARKETING

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