



Digg: Connecting You With an Audience on the Cutting Edge

Imagine a unique place where readers, not editors, pick the top news stories from across the Web. An online destination where millions of affluent, educated professionals discover and share what they care about most. Rivaling the most established media properties, **Digg** (www.digg.com) is the leading user-submitted news site in the world—and it's the newest way for advertisers to reach a consumer segment with unrivaled impact.

Engage Your Brand With a Powerful Demographic

Digg gives you the ideal venue for connecting with avid information seekers and social connectors as they actively pursue the topics they're most passionate about. Representing a wide variety of user interests including world business, entertainment, technology, travel, automotive and more, Digg enables you to position your message where it delivers the most impact.

If you aspire to reach a growing community of influential professionals, your brand belongs on Digg.

- Target **millions of engaged, educated professionals** who actively influence others.
- Place your message where Digg fans are **discovering and sharing the latest news, events and culturally relevant topics**.
- Reach this audience through **highly targeted advertising opportunities** relevant to a broad array of industry categories, including Financial Services, Entertainment, Gaming, Technology, Automotive, Travel and more.

25.7MM consumers visit Digg each month to discover the latest news and emerging trends.