



metacritic.com®
we deal with criticism

Critics and Consumer Opinions All in One Place

Metacritic.com is the barometer for what's new and hot in Movies, Games, Music and TV.

Audience Profile¹:

79% / 21% Male / Female

64% Ages 18-24

31 Average Age

\$85,000 Average HHI

Influential and Engaged²:

83% Share opinions with others

73% Visit the site at least 1x a week

\$2,000 Entertainment spend per year

10 Number of DVD's our audience plans to buy in the next year

96% of visitors would recommend Metacritic.com for movies and games²

The Web's Best Round Up of Entertainment Reviews

Metacritic.com makes it easy for consumers and critics alike to be "in-the-know" by providing thousands of reviews across movies, games, music and TV. Through its trusted and unbiased Metascore™ system, Metacritic.com filters out the hype, helping users make choices with confidence. Our inspired and engaged users turn on their inner critic by voicing their opinions along side some of the greatest critics like Roger Ebert from the long-time TV show, Siskel and Ebert, Anthony Lane of the *New Yorker* and Joe Morgenstern of the *Wall Street Journal*.

Advertiser Benefits

Influential and discerning fans

- Reach active users who are influential in their social circles and pride themselves on being "in-the-know."

Immersive environments

- Surround users with your marketing message while they participate and consume entertainment content.

Rich mobile marketing programs

- Innovative mobile programs to reach this young and affluent audience while they're on-the-go.

Find Out More: Contact GML-AdSales@cbs.com

