

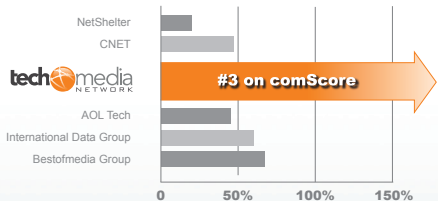
Quality Original Content + Vast Network = More than 56 Million Monthly Visitors

TechMediaNetwork is a publisher of high-quality original content with 14 owned and operated brands and 79 different sites in an extended network that work together to reach 56 million unique readers monthly. This incredible reach is extended to an even wider audience of millions through syndication partners such as AOL, MSNBC, CBS News and others.

Credible (Incredible) Content

From up-to-date technology reviews to down-to earth explanations of the wonders of science and the happenings in space, **TechMediaNetwork's** expert product reviewers and award-winning journalists explore a vast variety of topics, bringing them to life through original videos, news, reviews and reference articles daily.

THE FASTEST-GROWING TECH PROPERTY



TechMediaNetwork experienced a 163% increase in growth in the last year and is #3 in the Tech-News category.

ComScore's %Change Media Trend report. December 2010

Powerful Targeting & Optimization

Combining advanced targeting solutions with a large, engaged audience delivers powerful results. Targeting on **TechMediaNetwork** allows advertisers to buy contextually across an incredible variety of current and in-depth content and benefit from the power of results-based optimization. Targeting options include contextual, behavioral, demographic, psychographic and more.

For more information on advertising within **TechMediaNETWORK**, visit: www.techmedianetwork.com

Targeted Reach Stronger than CNET

TechMediaNetwork's powerful stable of content sites yields nearly **twice** the reach as CNET against key segments that can help advertisers reach their goals including:

- In Market Tech Shoppers
- Adults 18-49; 25-54 and 18-54
- Technology Mavens
- Science Buffs

**comScore December 2010 Plan Metrics Report*

This impressive reach means that TMN is a valuable and efficient **addition** to your media buy.

Our Markets

- In Market Shoppers
- Tech Savvy Consumers
- Influencers
- Science Buffs
- IT/IS Managers
- Technology Mavens
- Teens / Tweens
- Gamers
- Mobile
- Web Developers
- Entertainment
- Comics
- Early Adopters
- Green

Unique Advertising Solutions

We own our content which allows us to control your results. **TechMediaNetwork** works with advertisers to find unique, custom solutions to help them reach their audience efficiently and effectively. From original content microsites to continually expanding photo and video galleries – from full page skins and custom content ad units – TMN has close to 30 different custom solutions to choose from beyond standard banners.



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What if your start-up or small business could have a virtual staff of advisors who you didn't have to hire, pay for or give performance reviews? It may sound like a fantasy but it's real: the business tips, tools and insights found on **BusinessNewsDaily** lets you staff up without the cost!

America Runs on Small Businesses

Whether they're planning to start a business or already knee-deep in the process, small business owners are usually time-strapped and short on staff.

BusinessNewsDaily's writers fill in the staffing and knowledge gaps with comprehensive information on everything from health insurance to IT solutions to government regulations. The web site is a growing resource database – written in simple and clear language – that is filled with advice from successful business leaders.

Sample Articles

- [How to Choose the Right Project Management Software](#)
- [How to Write a Business Plan](#)
- [Finance Options for a Business Startup](#)
- [7 Ways Small Businesses Can Do More With Less](#)

Targeting Delivers Results

Combining advanced targeting solutions with a large, engaged audience delivers powerful results. Targeting on **BusinessNewsDaily** allows advertisers to buy contextually across current and in-depth content and to benefit from the power of results-based optimization. Targeting options include contextual, behavioral, demographic, psychographic and more.

For more information on advertising within BusinessNewsDaily, visit: techmedianetwork.com/our-brands/BusinessNewsDaily.html

Strength Through Scale

BusinessNewsDaily is one of 14 owned and operated sites in TechMediaNetwork's stable of content sites. This powerful Network allows you to reach your targeted audience with scale and with trusted, original, and current content.

The Network yields nearly twice the reach as CNET against key segments that can help advertisers reach their goals:

- **Adults 18-49; 25-54 and 18-54**
**comScore December 2010 Plan Metrics Report*

This impressive reach means that TMN is a valuable and efficient **addition** to your media buy.

BusinessNewsDaily Categories

- News & Trends
- Start-up Basics
- Money & Finance
- Sales & Marketing
- Technology Solutions

Ad Options

From standard IAB ad units to highly engaging and immersive background skins, pushdown units and Flash overlays, all of TechMediaNetwork's owned and operated sites provide a wealth of solutions to help advertisers make an impact and maximize their ad spend.



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