

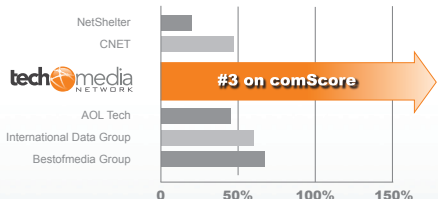
Quality Original Content + Vast Network = More than 56 Million Monthly Visitors

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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Fast forward to the future: what will technology, gadgets, science and business be like? We've all seen the science fiction movie version of the future – and experienced some seriously cool innovation in our life times – but how will our lives really change, for better or worse, in the coming decades?

Innovate or Die

InnovationNewsDaily is a growing repository of insightful reporting on the technologies, innovations, disruptive ideas and cool gadgets that will shape the future. **InnovationNewsDaily's** team of experienced, forward-thinking writers explains why it all matters and how it will affect your life, going beyond the hype and jargon to provide deep and broad analysis with daily news, insightful features and interviews with big thinkers and innovators.

Sample Articles

- [Stretchy Solar Cells Power Up Artificial 'Super Skin'](#)
- [5 Reasons to Fear Robots](#)
- [3D Can Make You Puke](#)
- [50 Innovative Companies Reshape the World Around Us](#)

Targeting Delivers Results

Combining advanced targeting solutions with a large, engaged audience delivers powerful results. Targeting on **InnovationNewsDaily** 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 InnovationNewsDaily, visit: techmedianetwork.com/our-brands/InnovationNewsDaily.html

Strength Through Scale

InnovationNewsDaily 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:

- **Technology Mavens**
 - **Adults 18-49; 25-54 and 18-54**
 - **Science Buffs**
- *comScore December 2010 Plan Metrics Report*

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

InnovationNewsDaily Categories

- | | | |
|---|---|--|
| << REWIND | HERE & NOW | FAST FORWARD >> |
| <ul style="list-style-type: none"> • Inventions • Inventors • Retro-Future | <ul style="list-style-type: none"> • Gadgets • Robots • Computing • Breakthroughs | <ul style="list-style-type: none"> • Communicate • Fight • Live • Prosper • Play • Create • Build • Travel |



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