

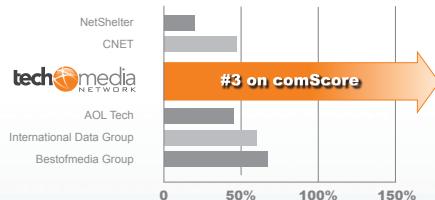
Quality Original Content + Vast Network = More than 56 Million Monthly Visitors

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 | • Gamers |
| • Tech Savvy Consumers | • Mobile |
| • Influencers | • Web Developers |
| • Science Buffs | • Entertainment |
| • IT/IS Managers | • Comics |
| • Technology Mavens | • Early Adopters |
| • Teens / Tweens | • 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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The iPad has significantly changed the way we compute, consume media and organize our digital lives. And with all the news and hype around it, both the Apple savvy and Apple newbies need a little help to make sense of it all. Enter **iPadNewsDaily**, the one-stop resource for everything you need to know about the iPad, whether you're thinking about purchasing one or looking to get the most out of the one you have.

Everything iPad, Every Day

iPadNewsDaily's team of reporters have tech reporting backgrounds from *Wired*, *Popular Science*, *Discover* and more. Every day they scour the news, reviews and blogs for all of the latest dispatches related to the iPad to organize and make sense of it all. The editorial style is friendly and accessible with a depth and breadth that makes it a valuable resource for even the hard-core Apple enthusiast.

Sample Articles

- iPad Lock Protects Device from Thieves
- How to Set-Up Your iPad with a Wireless Network
- iPad Game of the Week: Street Fighter IV
- The Daily Sheds Light on Apple's Subscription Plans

Targeting Delivers Results

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

Strength Through Scale

iPadNewsDaily 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:

- **Science Buffs**
- **Adults 18-49; 25-54 and 18-54**
- **Technology Mavens**

*comScore December 2010 Plan Metrics Report

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iPadNewsDaily Categories

- | | |
|---|---|
| <ul style="list-style-type: none"> • Apps • Accessories | <ul style="list-style-type: none"> • Basics • Reviews |
|---|---|

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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