

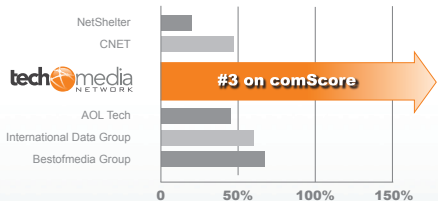
Quality Original Content + Vast Network = More than 56 Million Monthly Visitors

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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SPACE.com launched into the online space in 1999 becoming the authoritative voice and online home for news, photos, videos and discussion about space exploration and the world around us. As the world's No. 1 source for news of astronomy, skywatching, space exploration, commercial spaceflight and related technologies there's no safer place for science enthusiasts, space geeks, parents, teachers and students to land.

Expert Launches Daily

SPACE.com's growing team of experienced reporters, editors, graphic artists and video producers provide **daily** exploration of the newest discoveries, deepest cosmic mysteries, most exciting missions, coolest technology trends and most profound futuristic ideas about space. This mission control team guides more than 5 million monthly visitors to the right place.

Star-quality Content

SPACE.com's decade-deep library of content has what you need. What is alien bacteria? Should we be worried about solar flairs? When will space tourism become a reality? Whether readers are writing a science paper or looking for deeper analysis on a recent news story it's sure to be discovered among the enormous amount of content, galleries with more than 6,000 photos, subject-specific landing pages and more than 800 videos.

Targeting Delivers Results

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

Targeted Reach Stronger than CNET

SPACE.com 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**
- **In Market Tech Shoppers**

*comScore December 2010 Plan Metrics Report

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

Award Winning Site

2010 Webby
Awards Official Honoree
Selection



SPACE.com Categories

- **Space Flight**
- **Science & Astronomy**
- **Search for Life**
- **Skywatching**
- **Tech & Robots**
- **News**



SPACE.com is currently syndicated by:

