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MEDIA KIT 2012

IBT MEDIA

INTERNATIONAL BUSINESS TIMES



WHAT IS IBTIMES?

International Business Times, the main business unit of IBT Media, is a digital global news publication that delivers international business news to an audience of over 13 million people every month. At IBTimes, we take a country-agnostic approach to business news, providing in-depth coverage and analysis that is relevant and specific to each global market. We do so via a growing network of 10 in-language country editions.

WHY DO WE EXIST?

International Business Times aims to help the development of the global economy through global business news coverage. We desire to create new economic opportunities and development by closely following market trends and key events that are not necessarily covered by mainstream media, and connecting the dots. Our aim is to paint a truly unbiased and global economic picture for our readers, so they could make better informed decisions. At a time when globalization forces are increasingly prevalent, we realize the importance and value of homogenous business news coverage to global audiences.



EDITORIAL PHILOSOPHY

International business Times provides the global audience context and intelligence, analysis and insight for the most critical and complex global business stories that impact their lives. As a granular news source, IBTimes focuses on the intersection of global business and geopolitics, covering topics that matter to readers around the world with intelligence and depth.



TRAFFIC

U.S. Monthly Unique Visitors (000): **8mm + (65%)**

Global Unique Visitors (000): **12mm +**

Time Spent: **4.6 Minutes Per Visit**

GEOGRAPHY

TOP 10 COUNTRIES – MONTHLY UNIQUE VISITORS COUNTRIES	
1.	United States
2.	United Kingdom
3.	Australia
4.	India
5.	China
6.	Germany
7.	Italy
8.	South Korea
9.	Japan
10.	Mexico

* Source: comScore

** Source: Omniture

DEMOGRAPHICS

GENDER	
Male	60%
Female	40%

PERSONS-AGE	
18-24	16%
25-34	29%
35-44	25%
45-54	16%

HH INCOME (US)	
\$60K-\$74,999	11%
\$75K-\$99,999	16%
\$100,000 or more	25%

10 GLOBAL EDITIONS

Each edition of the International Business Times is tailor-made for the country it serves. Each edition has the ability of selecting relevant stories produced in other countries for its own market. All editions' editorial focus has a bias towards international stories.

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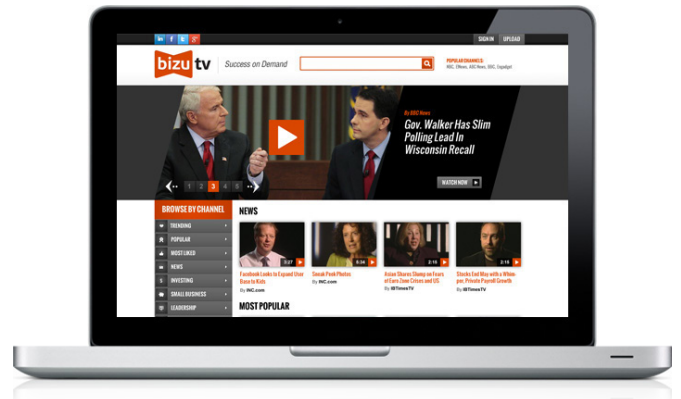
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- IJOB TIMES
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Company Size

Business Industry

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IT Functional Area

Finance Functional Area

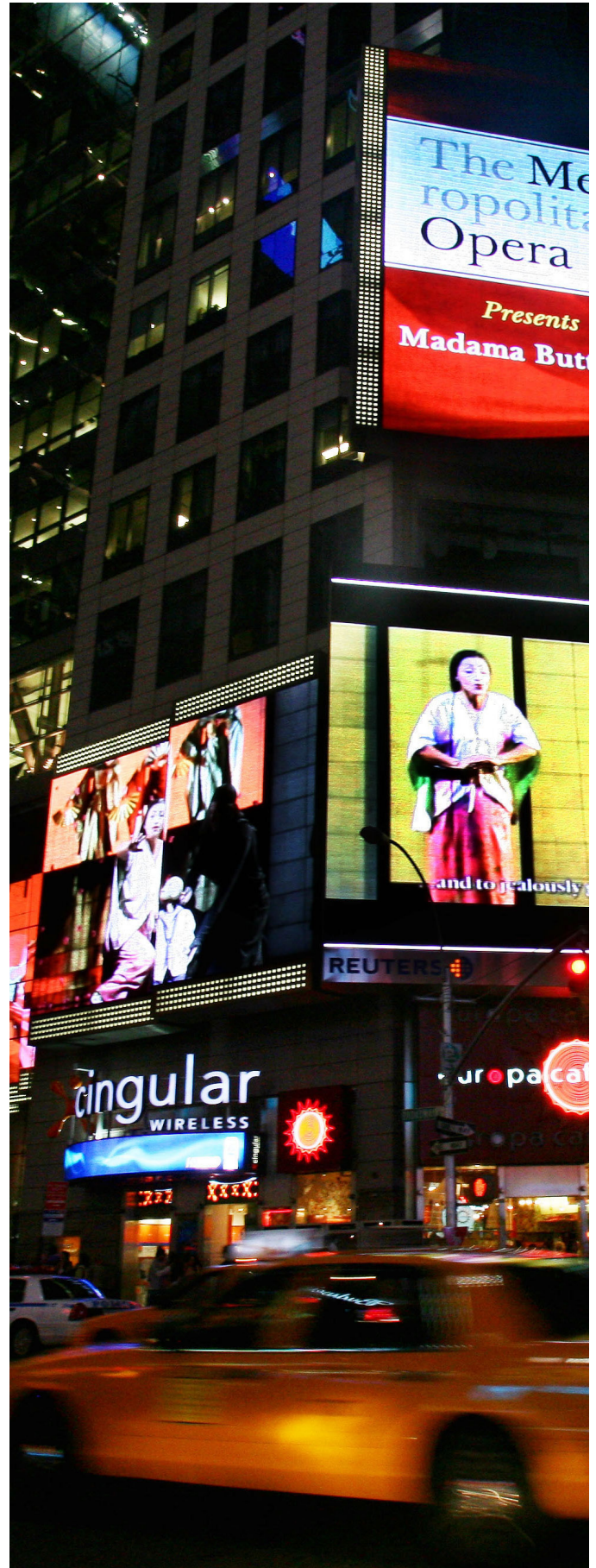
Executives Seniority

Mid-Management Seniority

Small Business Professional Group

IT Professional Group

High Net Worth Professional Group



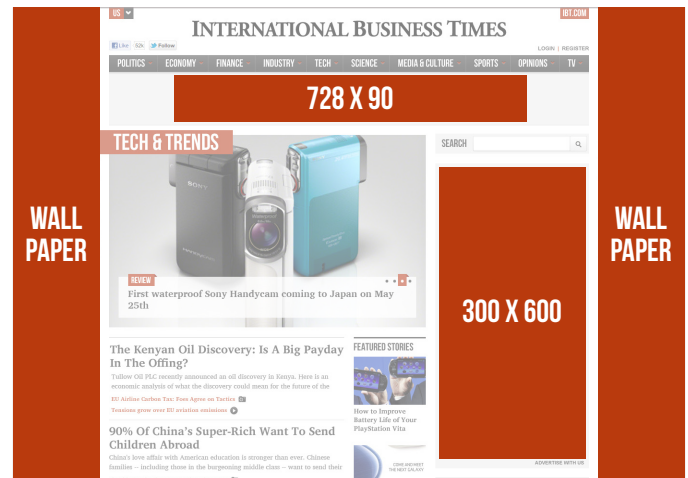
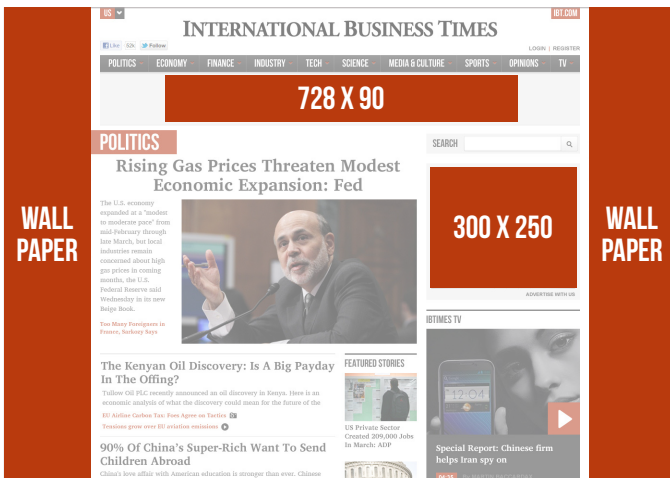
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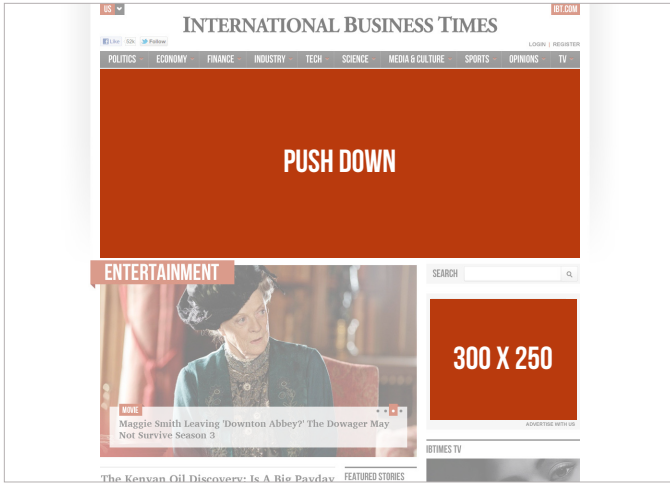
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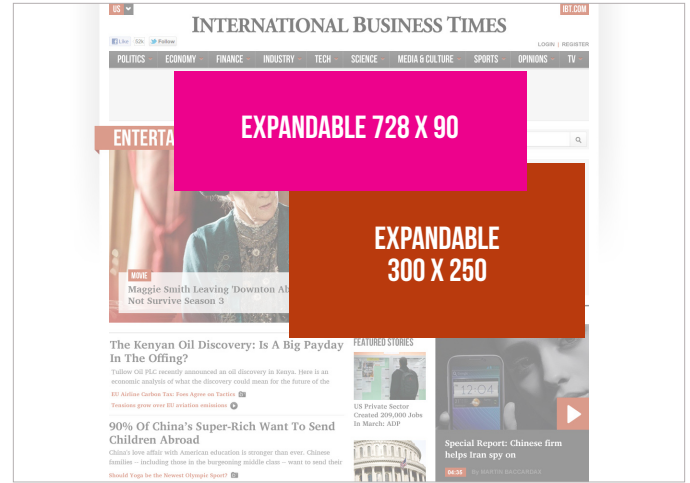
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WALL PAPER, 300X600, 728X90

MEDIA & CULTURE PORTFOLIO

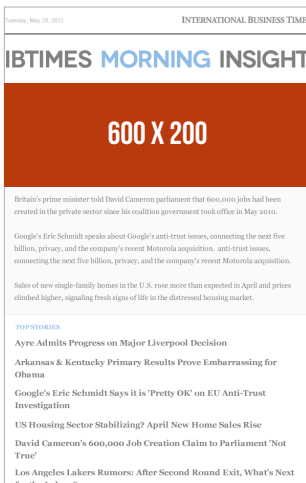


PUSH DOWN, 300X250



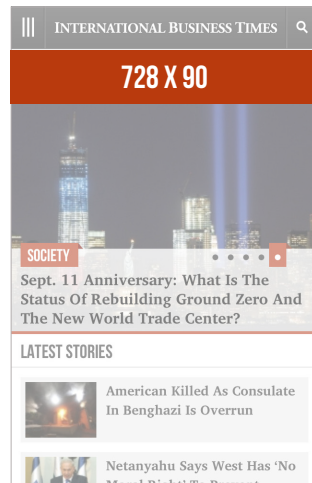
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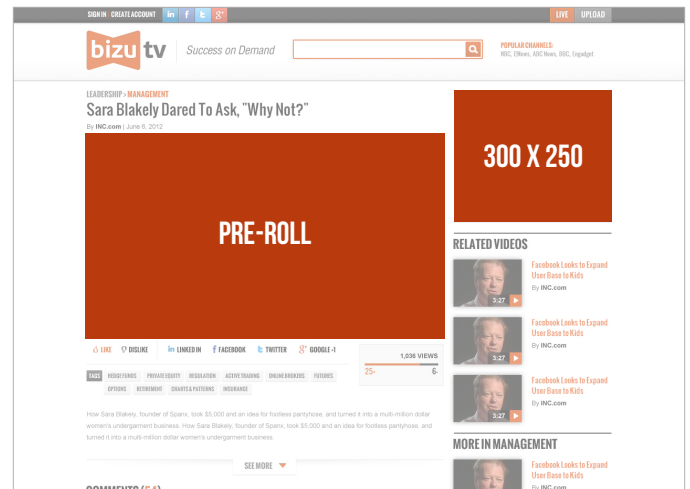
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