



MEDIA KIT

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COMPANY PROFILE

ABOUT

AnandTech is the largest independent technology review site on the web with extensive, unbiased coverage consumed by millions of readers. With the same determination and diligent approach to our mainstays, AnandTech strives to bring the freshest editorials on convergence and industry evolution. The site is home to tech readers of all kinds including: IT business decision makers, tech enthusiasts, purchasing influencers, consumers and business executives, Do it Yourselfers, or eager newcomers seeking news and insight. Anandtech reaches wide and delivers the latest content. High-profile and dynamic, the site gives advertisers significant and immediate impact.

WHO WE ARE

With a staff of technically astute editors and proven journalists concerned with bringing the best to our audience, AnandTech has grown to over 35,000,000 page views per month and 8.2 million readers. To make a site into one of the largest technology sites on the Internet in such a short time is a monumental accomplishment. With technological expertise and a steadfast community, the site is designed to bring a breadth of technological understanding to this early adopter readership.

• 35 million impressions per month

• 8.2 million readers



AUDIENCE PROFILE

ANANDTECH VISITORS:

- 98% male, ages 18-45
- 80% have been AnandTech visitors for over 10 years
- 85% visit AnandTech daily or weekly

ANANDTECH VISITOR PROFILE:

- 92% use AnandTech to influence purchasing
- 56% are Managers or Executives
- 44% have an income greater than \$100K
- Provide advice for:
 - 93% computer hardware
 - 82% computer software
 - 78% Video, PC or console games
- AnandTech Forums
 - Nearly 300,000 registered users
 - 31,078,329 total messages on the forums
 - Average of 7,430 posts per day



THE POWER OF ANANDTECH:

- Over 273,000 plus technology-centered users daily
- Visitors with a thirst to understand the latest technology and products
- Visitors evaluating, comparing and ready to purchase

WHY ANANDTECH?

- Large, tech-savvy readership in the purchase decision mindset
- Ability to specifically target your key demographic from IT professionals to gamers to consumers
- Increase sales and foster purchase consideration
- Enhance your brand
- Banner opportunities, custom programs and unique social media programs available

COMMUNITY AND SERVICES

GLOBAL COMMUNITY

AnandTech is the premiere IT industry online presence with an active global audience. In addition to providing comprehensive hardware coverage and industry news, AnandTech provides a community forum where members share their views, ideas, post questions, and get feedback from our staff of experienced moderators. This is a community of users who are keen to the industry and open to your brand and messages.

ADVERTISING

Present your brand and message to our influential audience. AnandTech allows companies to communicate directly with a wide range of tech-savvy users. Few sites can match the target demographic of the average AnandTech reader. Enhance your perceived value with the opportunity to present yourself to a large audience of astute tech professionals. AnandTech's advertising services provide a wide range of opportunities from broad-reach banner campaigns to integrated social media programs that foster direct engagement with our readers. Cost effective with a positive yield on ROI - AnandTech gives you the advantage of positioning yourself into greater brand awareness and increased sales.

ENGAGE WITH A POWERFUL TECH COMMUNITY

Having your brand on AnandTech is a sure way to increase your perceived value. With an impressive list of tier one active clients, your ad positioning will ensure a quality first impression.

AD TARGETING

We have the ability to geotarget your ads giving you the uncompromised ability to serve specific banners to countries of your choice. Our robust system gets even better – you can selectively target cities and states in the United States. In addition, we have the ability to do browser, domain and operating system targeting as well as frequency caps based on your needs.

CUSTOM ADVERTISING AND EVENTS

To complement and reinforce your banner advertising, we offer a wide range of other programs that can be custom-tailored to meet your specific campaign objectives. From social media integration, section sponsorships, content syndication options and polls, we have a variety of unique opportunities that will foster engagement with the influential AnandTech reader.

Our custom programs allow you to target campaigns in conjunction with specific events and opportunities such as:

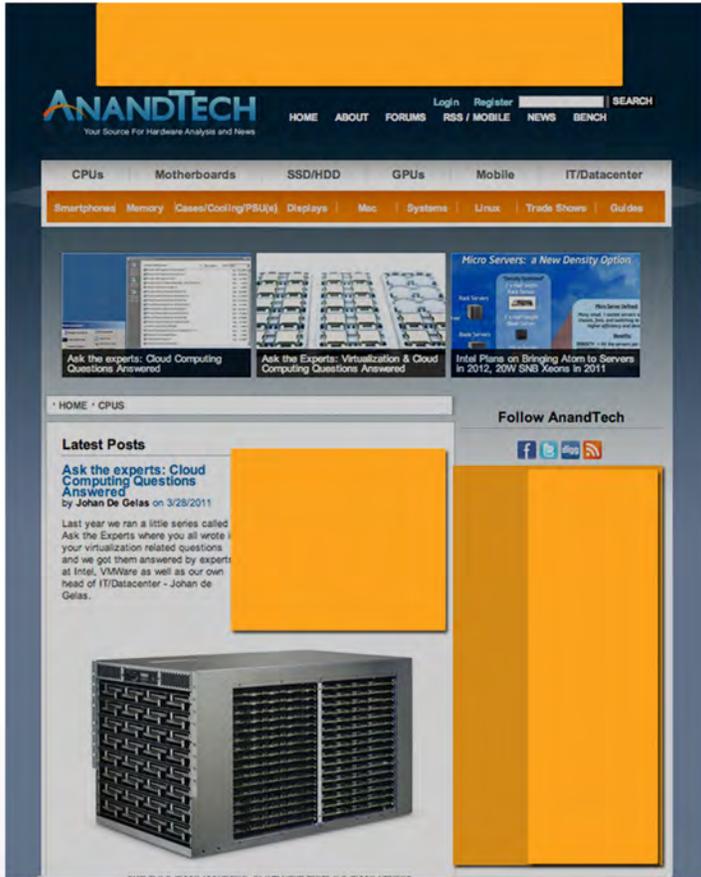
- Tradeshow Coverage (including the Consumer Electronics show, Computex, Mobile World Conference)
- Holiday Gift Guides (Nov-Dec)
- Back-to-School Buyer's Guides (Aug-Sept)
- Product launch sponsorships
- Webcasts
- Sweepstakes
- Polls
- Sponsored Posts



AD OPPORTUNITIES

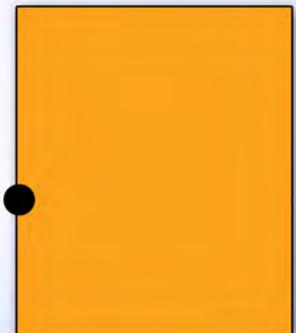
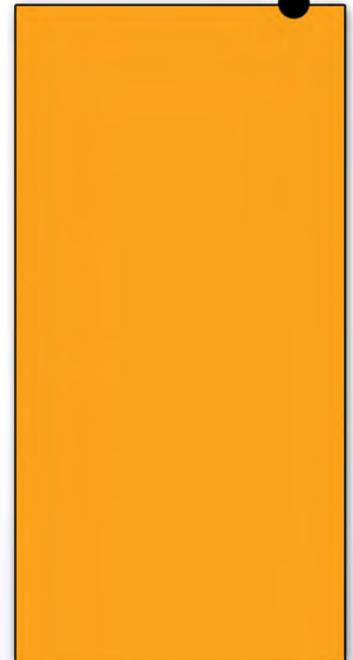
HOMEPAGE AND CATEGORY SPECIFIC

Get optimal visibility on our most visited pages. Positioned well, you will achieve maximum exposure and the most return.



UPGRADED BOX

Dimensions: 300 x 600 pixels
File Size: 50 KB max
Formats: GIF or Flash (other formats available upon request)
Looping: 15 secs



SKYSCRAPER

Dimensions: 160 x 600 pixels
File Size: 50 KB max
Formats: GIF or Flash (other formats available upon request)
Looping: 15 secs

BOX UNIT

Dimensions: 300 x 250 or 336 x 280 pixels
File Size: 50 KB max
Formats: GIF or Flash (other formats available upon request)

LEADERBOARD

Dimensions: 728 x 90 pixels
File Size: 50 KB max
Formats: GIF or Flash (other formats available upon request)
Looping: 15 secs



LMCD MARKETING

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