

When it comes to COMPUTERUSER's editorial content, our readers like what they see.

COMPUTERUSER visitors seek us out regularly.

- 81% revisit the website every other month. 60% revisit the website every quarterly.
- Our visitors spend an average of 3 minutes on the site.
- Nearly half of our readers pass along the latest issue to a friend or colleague.

COMPUTERUSER's visitors are dedicated and passionate:

- 94% regularly read our feature articles
- 78% regularly read our local news and local company profiles
- 76% regularly read our product reviews

Each month, COMPUTERUSER focuses on a central theme that's addressed in-depth in our feature articles. Topics covered regularly include technology training and careers, gadgets and consumer electronics, open-source computing, small office/home office computing, IT security, and networking.

COMPUTERUSER includes articles columns and features that inspire reader loyalty.

- Our Forums have comments from a tech industry professional offering useful advice for home and business technology users.
- Helpful product information that's a regular part of COMPUTERUSER's feature articles.
- Insightful reviews that point the reader to the hottest new tech products.

We've got a national reach and a regional focus.

In addition to our national scope, COMPUTERUSER also offers locally focused tech news and event calendars, the only national technology publisher to do so.

Also, all of COMPUTERUSER's editorial content is archived on our Web site (<http://www.computeruser.com/archives>)

OUR READERS ARE ACTIVE BUYERS!

Always enthusiastic about technology and the latest cutting-edge gadgets, COMPUTERUSER readers embrace technology as part of their lives, and are constantly on the lookout for products that will enhance their lifestyles at work and at home. Whether they're buying for their companies, home office, or personal use, readers look to COMPUTERUSER for the latest in technology trends and tools.

As a result of reading COMPUTERUSER, our readers take the following actions each month:

- 98% visit the Web site or the physical location of our advertisers.
- 60% contact or request information or buy a product or service from our advertisers.
- 28% bring an advertised product to the attention of a colleague or friend.

COMPUTERUSER readers are tech-savvy:

- 89% use the Internet to research and gather information in anticipation of buying computer-related products or services.
- 72% buy computer-related products or services on a regular basis.

COMPUTERUSER readers are on the move, looking for a competitive edge:

- 68% of our readers are pursuing or considering tech-related training.

BANNER ADS

Per Month

Wide Skyscraper (160 X 600)	\$285
Leader Board (728 X 90)	\$335
Horizontal Banner (590 X 90)	\$285
Skyscraper (120 X 600)	\$250
Horizontal Banner (468 X 60)	\$200
Vertical Banner (120 X 240)	\$150
Half Banner (234 X 60)	\$150
Large Rectangle (336 X 280)	\$150
Medium Rectangle (300 X 250)	\$135
Large Square (250 X 250)	\$115
Small Rectangle (190 X 150)	\$95
Small Square (125 X 125)	\$85
Button (120 X 90)	\$75
Button (120 X 60)	\$45

Conditions

1. Ads have to be a combination of different sizes (e.g., 1,2,3,4)
2. Cannot place the same size ads (e.g., 1,1,1,1)
3. The banners will be placed on a combination of high-low page ranking pages
4. The publishers has reserves the right to place the ads as per availability.
5. Conditional ad placements will be accepted upon request. Please ask for a quote.
6. The maximum size of the file/image should not be more than 25KB

TEXT LINKS

Per Month

1 to 5 Text Ads	\$500
1 to 10 Text Ads	\$750

Conditions

1. The links will be placed on a combination of high-low ranking pages
2. The publisher reserves the right to place the ads as per availability
3. The position of the ads are placed on a first-come, first serve basis.
4. Conditional ad placements will be accepted upon request. Please ask for a quote.

VIDEO ADS

Per Month

190 X 120 Home page	\$495
190 X 120 PR page	\$425

Conditions

1. Guaranteed min of 500 spots every month.(Please request for a quote for 500+ spots)
2. The publisher reserves the right to place the ads as per availability
3. The position of the ads are placed on a first-come, first serve basis.
4. Conditional ad placements will be accepted upon request. Please ask for a quote.
5. The length of the video should not be more than 30 seconds.
6. Only .flv format videos are accepted.

The typical ComputerUser visitors is savvy, curious, and passionate about all facets of technology. This passion drives them to seek out the latest and greatest in computers, gadgets, software, and professional development to add value to their professional and personal lives.

Demographics

- The average COMPUTERUSER reader is a 40-year-old, highly educated professional who works hard and plays hard.
- 67 percent of COMPUTERUSER readers are between the ages of 25–54.
- The COMPUTERUSER readership is a diverse group of professionals employed by companies ranging from small to mid-size.
- COMPUTERUSER readers make or recommend buying decisions for their businesses, and buy the latest technology for their personal use.

Age

Under 18	02%
18-24	17%
25-34	20%
35-44	24%
45-54	23%
65 and over	05%

Gender

Male	86%
Female	14%

Education

Attended college or higher	84%
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Income

Average household income	\$63,000
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Where they work

Small business (fewer than 50 employees)	36%
Medium-size business (51-999 employees)	34%
Large business (more than 1,000 employees)	30%