

ZDNET UK – DOWNLOADS

ZDNet UK (www.zdnet.co.uk) is the complete interactive resource for technology decision makers who need authoritative, analytical and insightful coverage of the latest developments in technology.

A critical resource for the IT community, the ZDNet UK Downloads Library houses over **53,000** trial versions of freeware and shareware for your PC, Mac or mobile and it generates **431,000** software downloads per month.

Download categories include utilities, business tools, spyware centre, internet, mobile, security and more.

DLX PACKAGE

The Download Express (DLX) package has been designed for companies who are looking to market their software products to ZDNet UK's high-level audience.

The DLX package consists of three media placements:

- **Elite Listing** – Your software is featured in one of the top five positions on the page.
- **Co-Branded Banner** – Your software is promoted on the downloads channel within ZDNet UK and readers directly to your download listing
- **Email Marketing** – Your software is featured in our weekly email newsletter sent to 40,000 opt-in users.

PACKAGE BENEFITS

Using the ZDNet UK DLX package you can:

- Distribute your product within an established and active marketplace
- Influence potential customers in the latter stages of the decision making process
- Reach an extremely loyal audience where over 80% are involved in technology purchase decisions.
- Associate your product with respected ZDNet UK editorial content and brand
- Benefit from the opportunity to up-sell to fully licensed versions of your software
- Gain increased visibility in front of an audience actively seeking software solutions

SITE STATS

2.1 million unique users
10.5 million page impressions



AUDIENCE

6% CIO and final IT decision makers
55% IT Managers and IT Pros
29% non-IT C-Level business decision makers
85% will make IT purchases this year
Source: ZDNet UK Demographic Survey - Sept 05

TRUSTED MARKETING TOOL

Clients who have taken advantage of the ZDNet UK DLX package include:

- Macromedia
- Business Objects
- Computer Associates
- Websense
- Symantec

CONTACT

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