

## ZDNET EU – DOWNLOADS

ZDNet 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 Downloads Library houses over **53,000** trial versions of freeware and shareware for your PC, Mac or mobile.

Promoting your product within the ZDNet EU downloads library will give you the opportunity to stand out from the crowd.

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

### ZDNet UK

- 10.5 million page views
- 2.1 million Unique Visitors

### ZDNet France

- 13 million page views
- 1.6 million Unique Visitors



### ZDNet Belgium

- 2.6 million page views
- 544,000 Unique Visitors

### ZDNet Holland

- 2.7 million page views
- 620,000 Unique Visitors

### ZDNet Germany

- 32 million page views
- Unique data protected

## THE EU DOWNLOADS PACKAGE

Our premium EU package ensures that your marketing message is delivered efficiently and effectively through a range of promotions:

- One month priority listing in your chosen category across the ZDNet EU network
- Up to 500,000 co-branded leaderboard impressions across the ZDNet EU network
- Newsletter text placements comprising over 250,000 impressions
- 750,000 text links across the ZDNet EU network

## PACKAGE BENEFITS

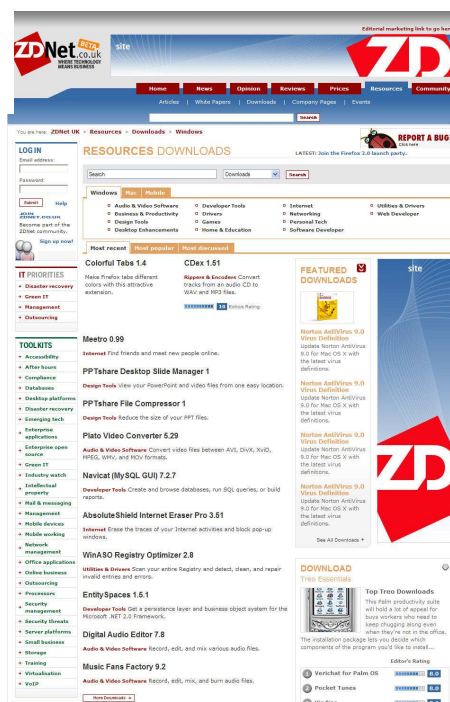
Using the ZDNet EU package you can:

- 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 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

## AUDIENCE

- 65% Management level or above
- 79% have influence in buying decisions
- 81% have recently researched new technology purchases online

Source: CNET Networks Global User Survey



## TRUSTED MARKETING TOOL

Clients who have taken advantage of the ZDNet EU downloads package include:

- Business Objects
- CA
- Microsoft
- Verisign
- Webroot

## CONTACT

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