

## ZDNET EUROPE

ZDNet is the complete interactive resource for technology decision makers who need authoritative, analytical and insightful coverage of the latest developments in business technology.

The number one technology brand in Europe and on a monthly basis ZDNet boasts more than:

**60m Page Impressions - 8m Unique Users - 2.5m Newsletter Subscribers**

ZDNet:

- Reaches the most influential players at every stage of the IT decision making process; they are engaged, active and looking to implement new technology.
- Understands the issues and challenges faced by its audience and creates content focused on their needs.
- Harnesses the power of the internet to enable meaningful dialogue with its audience and to deliver innovative and dynamic solutions to marketers.

## AN INFLUENTIAL AUDIENCE

ZDNet delivers unrivalled access to Europe's business technology decision making community.

### ZDNet Belgium

- 2.6 million page views
- 544,000 Unique Visitors

### ZDNet France

- 13 million page views
- 2.9 million Unique Visitor



### ZDNet UK

- 10.5 million page views
- 2.1 million Unique Visitors

### ZDNet Holland

- 2.7 million page views
- 620,000 Unique Visitors

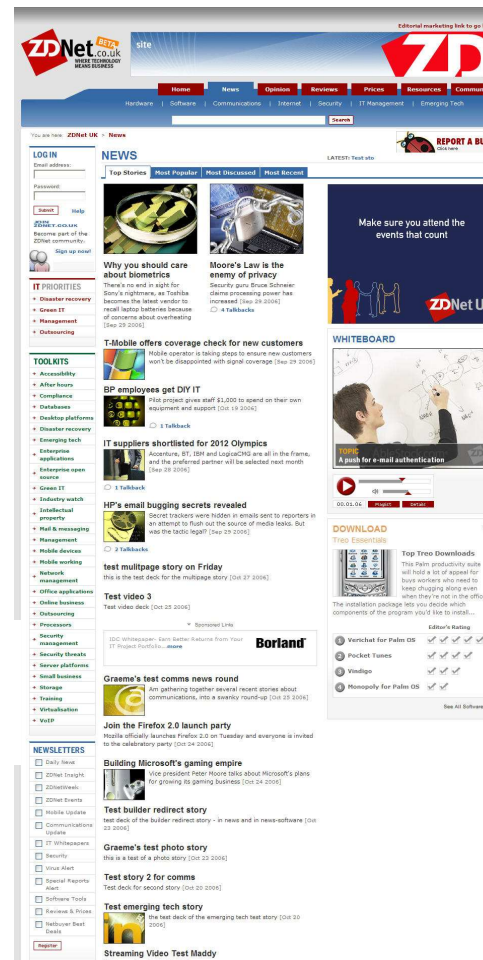
### ZDNet Germany

- 32 million page views
- Unique data protected

## MARKETING BENEFITS

Association with ZDNet's in-depth content offers the following benefits:

- Orchestrate a far-reaching campaign with ease and reach the majority of Europe's IT and business decision makers in one place.
- Associate your brand with the de facto source of information on leading-edge strategic IT thinking across Europe
- Simultaneously launch your products across Europe and ensure your messaging is aligned across all countries.
- Generate detailed contact information for your target audience
- Promote your message to an active and engaged audience – ZDNet's two way relationship means that you can have a more relevant, more progressive, more results-oriented dialogue with your customers



## MARKETING SOLUTIONS

We are able to create bespoke packages to fulfil your business technology objectives:

- Online advertising
- Toolkit sponsorship
- Whitepaper programmes
- Newsletter sponsorship
- Third party direct mails
- Sponsored buyers guides

## CONTACT

Clive Page, Sales Manager,  
ZDNet UK

[clive.page@zdnet.co.uk](mailto:clive.page@zdnet.co.uk)

020 7903 6931