

ZDNET EU – WHITE PAPER MARKETING

ZDNet is the complete interactive resource for technology decision makers who need authoritative, analytical and insightful coverage of the latest developments in business technology. It is the No1 technology brand in Europe and can boast more than 60 million page impressions every single month.

75,000+ papers – 5,000+ companies – 250+ categories

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

Not only can the ZDNet EU white paper programme help distribute your white papers, but our registration process ensures that you capture the contact information and demographic details of your target audience. We can reach into Europe and find out exactly who is interested in your product.

We capture key information from third party opt-ins, including:

- Full Name
- Telephone number
- Company size
- Email Address
- Post code
- Industry sector
- Job function

THE EU WHITE PAPER 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 selected library categories across our EU network
- Up to 500,000 co-branded leaderboard impressions across the our EU network
- Newsletter text placements comprising up to 250,000 impressions
- Up to 500,000 text links across our EU network

MARKETING BENEFITS

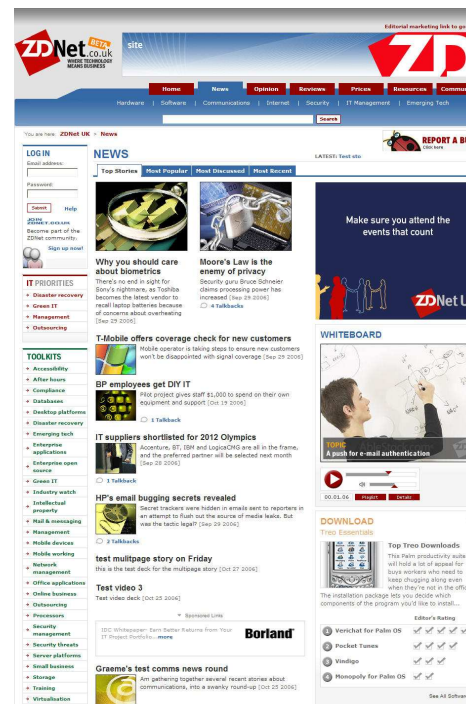
Using the ZDNet UK white paper programme you can:

- Strategically influence your target audience at the critical consideration phase
- Gain contact details for those people most interested in your product or service
- Generate awareness for your product through white paper downloads
- Embed your message within the respected editorial environment of ZDNet UK
- Place your intellectual capital in the hands of the IT decision makers
- Showcase your original content and position your brand as a thought leader

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



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