

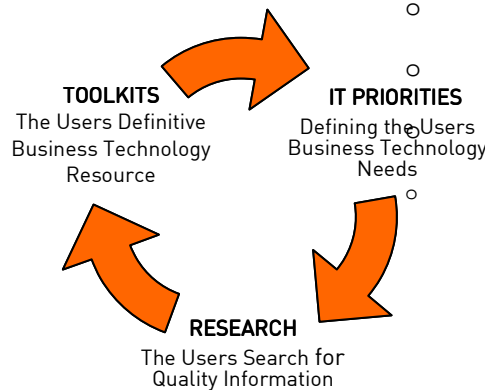
## ZDNET UK – IT PRIORITIES & TOOLKITS

ZDNet UK ([www.zdnet.co.uk](http://www.zdnet.co.uk)) is the definitive destination for technology decision makers who need authoritative, analytical and insightful coverage of the latest developments in technology.

ZDNet UK runs a quarterly survey called **IT Priorities** and the results generate content which addresses the real issues facing IT Professionals today. This content is aggregated into rich resource led areas called **Toolkits**. Sponsoring a ZDNet UK toolkit allows you to reach your direct target audience.

The top 5 IT Priorities for Q2 2006 were:

- Anti-Virus
- Application Development
- Network Management
- Server Upgrades
- Desktop Management



## SPONSORSHIP PACKAGES

ZDNet UK Toolkit sponsorship packages are available for a minimum period of one month.

Each exclusive sponsorship package includes:

- 100% share of voice with sponsor ads and logo throughout your chosen toolkit
- Strong branding with continual features in ZDNet UK editorial emails
- Direct links to sponsor content such as white papers and case studies
- Please contact us for more details

## SPONSORSHIP BENEFITS

Association with ZDNet UK's in-depth content offers a number of benefits:

- Complete association with a high profile toolkit launch on ZDNet UK targeted directly to the decision makers you need to reach.
- Brand association with the de facto source of information on leading-edge strategic IT thinking within the ZDNet UK site.
- Lead generation opportunities - capture quality data and generate qualified leads
- 'Issue Ownership' - own your chosen topic and stand out as a thought leader in that space, whilst blocking out all of your competitors.
- Benefit from natural levels of site traffic - the user would not visit a toolkit if they were not genuinely interested in the subject matter.
- Promote and share your company's resources e.g. case studies and white papers with ZDNet UK's senior audience

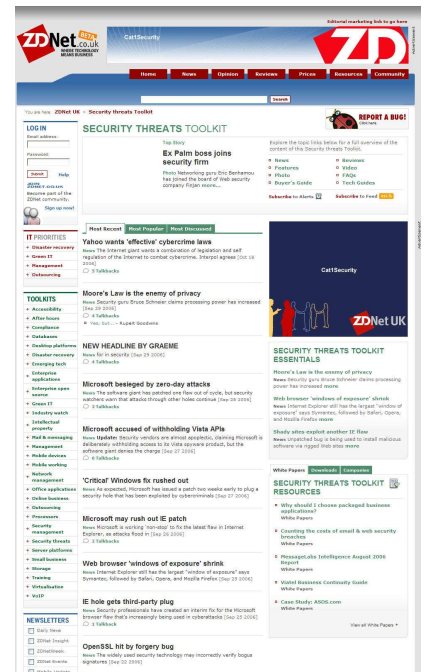
## SITE STATS

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

Clive Page, Sales Manager,  
ZDNet UK

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

020 7903 6931