

ZDNET UK – WHITE PAPER MARKETING

ZDNet UK (www.zdnet.co.uk) hosts the largest library of IT white papers, case studies and web casts in Europe. It provides targeted, contextual distribution of more than 56,000 white papers through a network of quality IT and business media sites.

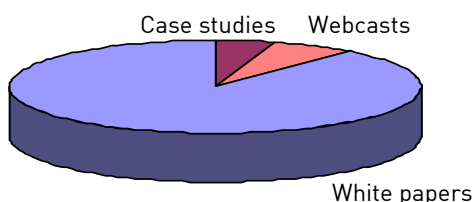
56,000+ papers – 4,800+ companies – 250+ categories - 20,000 downloads per month

Not only can the ZDNet UK 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. From the initial exploration of emerging technologies, to the implementation of solutions, the ZDNet UK white paper programme offers vendors an opportunity to engage, inform and help professionals make decisions.

We capture the following information:

- Name
- Email Address
- Telephone Number
- Job Function
- Industry Sector

Resources Downloaded from ZDNet



WHITE PAPER PREMIER LISTING

Our premier listings ensure that your marketing message is delivered efficiently and effectively through a range of promotions:

Priority – your Paper is prioritised and highlighted in up to three search categories.

Contextual – your Paper appears on Zone and Channel levels for targeted searches.

Promotion – your Paper is promoted on our dedicated White Paper Newsletter.

Lead Generation – ZDNet UK will capture leads, delivered to you on a weekly basis.

WHY PROMOTE YOUR WHITE PAPERS

60% of IT and Business Decision Makers cite vendor information as a key resource in their purchase decision *[Source: CNET Networks October 2005]*

IT Decision Makers:

- Use white papers to compile product shortlists
- Use white papers to ascertain the essential details of technology solutions
- Use white papers to build a robust business case that stands up to scrutiny
- See the Internet as the key medium for product/solution research

Using the ZDNet UK white paper programme you can:

- Strategically influence your target audience at the critical consideration phase of buying
- Generate qualified leads from your target audience
- 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

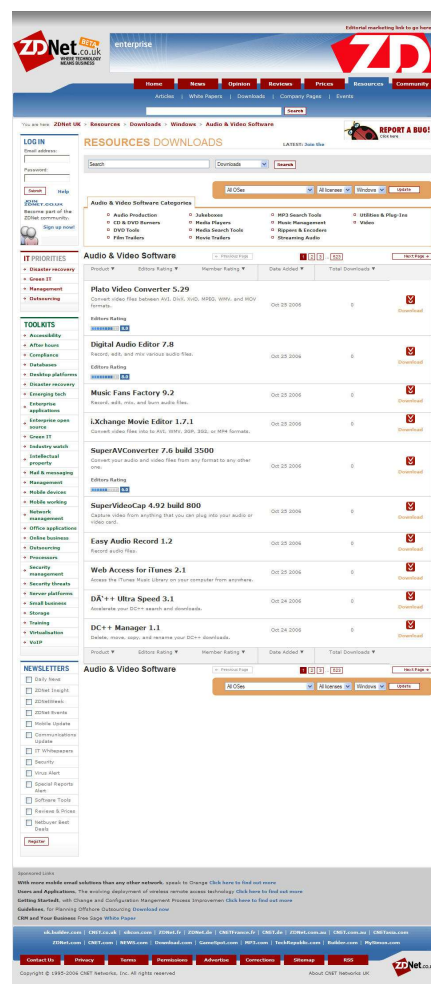
SITE STATS

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



CONTACT

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