

# ZD NET



Media Kit | 2022

# Brand Mission

HARNESS THE POWER OF DISRUPTIVE INNOVATION

## Who We Are

ZDNET provides news, advice, and insights on the latest technologies and innovations for a global audience of professionals. With pragmatic wisdom and real-world experience, ZDNET connects its audience to a better future by turning disruption and confusion into opportunities. For those who want to stay a step ahead, this is where they learn how to harness the power of innovation at work and in life.

## Our Audience

ZDNET reaches over eight million visitors around the globe—from C-Level executives and tech decision makers to consumers chasing the latest innovations. ZDNET provides expert advice to help them optimize their tech at work and at home.

### GLOBAL REACH

**130M**

Total Annual Visits

### U.S. REACH

**85M**

Total Annual Visits

### SOCIAL FOOTPRINT

**1.1M**

Fans and Followers,  
Including **+300K** on LinkedIn

### ITDMS

**1.8X**

More Likely To Reach  
**IT Decision Makers**

### C-SUITE

**1.3X**

More Likely To Reach  
**C-Suite Executives**

### EARLY ADOPTERS

**1.9X**

More likely to reach **tech**  
**early adopters**

## 2022 Special Features

Key ZDNET Moments and Partnership Opportunities

### Q1

#### JANUARY

- ▶ The Future of Money
- ▶ **Tech Event: CES**

#### FEBRUARY

- ▶ 5G Has Arrived & What it Means For You
- ▶ **Tech Events: Samsung Unpacked, MWC Barcelona**

#### MARCH

- ▶ Software Development: Emerging Trends
- ▶ **Tech Events: Apple**

### Q2

#### APRIL

- ▶ The New Rules of Work

#### MAY

- ▶ Tech Skills: Upgrade Your Job
- ▶ **Tech Events: Google IO**

#### JUNE

- ▶ Securing the Cloud
- ▶ **Tech Events: Apple WWDC**

### Q3

#### JULY

- ▶ Cybersecurity: The Next Challenges

#### AUGUST

- ▶ Digital Transformation
- ▶ **Tech Events: Samsung Unpacked**

#### SEPTEMBER

- ▶ How AR & VR Will Change Work & Play
- ▶ **Tech Event: Apple, MWC Las Vegas**

### Q4

#### OCTOBER

- ▶ The Future of the Web

#### NOVEMBER

- ▶ Tech Trends to Watch in 2023

#### DECEMBER

- ▶ Innovation & the New Space Race

**EVERGREEN  
TOPICS**

Trending | Innovation | Security | Business  
Finance | Education | Home & Office

# Advertising Opportunities

## DISPLAY ADVERTISING

- ▶ Desktop and Mobile
- ▶ Audience & Contextual Targeting
- ▶ Competitive Conquesting
- ▶ High-Impact and Rich Media
- ▶ Programmatic Offerings

## VIDEO

- ▶ Pre-Roll (O&O + YouTube)
- ▶ High-Impact Video Units

## SOCIAL

- ▶ First Party Targeting
- ▶ Partner Amplification
- ▶ Sponsorships & Integration

## SPONSORED CONTENT

- ▶ Special Features
- ▶ Newsletters

## BRANDED CONTENT

- ▶ Engaging Article Formats
- ▶ Custom Video Series
- ▶ Social-First Content
- ▶ Expert Talent Network

# Advertising Sales Contacts

Driven by data and a passion for performance, our proprietary products and capabilities help marketers achieve their goals.

Interested in planning a campaign? Please contact us here:

## UNITED STATES

**Matt Rowell**

VP of Partnerships  
[mrowell@redventures.com](mailto:mrowell@redventures.com)

## UNITED KINGDOM

**Nora Connolly**

VP of Partnerships  
[nconnolly@redventures.com](mailto:nconnolly@redventures.com)

## AUSTRALIA + APAC

**Matt Rowell**

VP of Partnerships  
[mrowell@redventures.com](mailto:mrowell@redventures.com)

RED | VENTURES

# Reaching 1 in 2 Consumers Across the U.S.

**134M**

US MONTHLY UVS

**246M**

GLOBAL MONTHLY UVS

**+56M**

SOCIAL FOOTPRINT

ZDNET

CNET

metacritic

allconnect

lonely planet

NextAdvisor<sup>®</sup>  
In Partnership with TIME

Bankrate

TV  
GUIDE

CORD CUTTERS  
NEWS

the  
POINTS  
GUY

GAMESPOT

MYMOVE

Best  
Colleges

creditcards.com

SLUMBER YARD