



IT Social Network of 1.6 Million Active Members

TechRepublic is the largest peer-to-peer networking site for IT leaders.

Monthly Site Stats¹:

5.7 Million Unique visitors

27.7 Million Page views

81% Involved in business tech decisions²

Monthly Engagement³:

10 million Newsletters opened

730,000 Business tools downloads

20,000 Unique posts

90% of the community welcomes vendor dialogue into the conversation.³

Real World Solutions for IT Leaders

TechRepublic is where the important '360 conversation' of IT leaders is happening. With popular features like Tech Sanity Check, TR Dojo and Cracking Open, technology professionals and vendors learn from our expert editors and each other for a comprehensive, useful, and engaging experience. Coupled with ZDNet, you have an unparalleled business social networking environment with influential senior IT and business leaders.

Advertiser Benefits

Unparalleled reach to senior IT professionals

- Reach more technology insiders in a contextually relevant environment than any other site.

The largest business peer-to-peer community

- Integrate messaging and content in an immersive environment where **90%** of the community welcomes vendor dialogue.³

Getting involved in the ongoing conversation

- Unique programs allow ownership of topics where the vendor point of view is a critical part of the conversation.

Find Out More: Contact BusinessSales@cbs.com



SOURCES: 1. CBS Interactive Internal, Q1 2009 2. CBS Interactive Business Audience Profile Study 2009 (August 2009)
3. CBS Interactive Internal, June 2009, (Monthly Activity)

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