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.

Sources: ZDNET Internal Adobe Analytics data, July 2021-June 2022; 2021 Comscore/MRI Simmons Multi-Platform Fusion (12-21/F21); ZDNET internal social platform data, July 2022 (Facebook, Instagram, Twitter, YouTube, LinkedIn; Comscore Plan Metrix Key Measures December 2021)
## 2022 Special Features

Key ZDNET Moments and Partnership Opportunities

### Q1

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
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<tbody>
<tr>
<td>The Future of Money</td>
<td>5G Has Arrived &amp; What it Means For You</td>
<td>Software Development: Emerging Trends</td>
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<tr>
<td>Tech Event: CES</td>
<td>Tech Events: Samsung Unpacked, MWC Barcelona</td>
<td>Tech Events: Apple</td>
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### Q2

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<tr>
<th>April</th>
<th>May</th>
<th>June</th>
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<tr>
<td>The New Rules of Work</td>
<td>Tech Skills: Upgrade Your Job</td>
<td>Securing the Cloud</td>
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<td>Tech Events: Google IO</td>
<td>Tech Events: Apple WWDC</td>
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### Q3

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<th>July</th>
<th>August</th>
<th>September</th>
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<tr>
<td>Cybersecurity: The Next Challenges</td>
<td>Digital Transformation</td>
<td>How AR &amp; VR Will Change Work &amp; Play</td>
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<tr>
<td></td>
<td>Tech Events: Samsung Unpacked</td>
<td>Tech Event: Apple, MWC Las Vegas</td>
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### Q4

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<tr>
<th>October</th>
<th>November</th>
<th>December</th>
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<tr>
<td>The Future of the Web</td>
<td>Tech Trends to Watch in 2023</td>
<td>Innovation &amp; the New Space Race</td>
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### Evergreen Topics

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

*All features subject to change*
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
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:

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**AUSTRALIA + APAC**

Matt Rowell  
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Reaching 1 in 2 Consumers Across the U.S.

134M
US MONTHLY UVS

246M
GLOBAL MONTHLY UVS

+56M
SOCIAL FOOTPRINT

Sources: Comscore Worldwide & U.S. Multiplatform 2021 Average; RV Internal Social Platform Data, 2022