

Macworld.com Overview

Macworld is the leading independent Web site covering the Apple and Mac market. Macworld provides breaking news, hot tips, in-depth reporting, news analysis, objective product reviews and lab testing, and compelling features on the latest Mac, iPod, and iPhone technologies. This award-winning content, combined with Macworld's popular forums and compelling blogs and podcasts, makes Macworld the premier site for all things Apple.



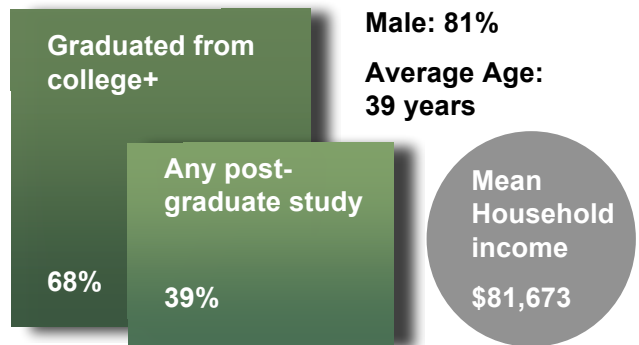
Page Views:

- 15 million monthly average

Unique Visitors:

- 3 million monthly average

Audience Profile*



Ad Opportunities:

Banners: Big Box (IMU), Skyscraper, Leaderboard, Tile, Fixed Homepage Tile, Fixed News Section Tile, and Sponsored Text Links

Email Newsletters: Macworld Weekly, Mac OS X Hints, Mac Gems, iPhone News, iPod Weekly, plus Email Blasts to Opt-In List

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Virtually all (92%) Macworld.com visitors go online everyday.

96% shopped/researched for computers and technology-related products in the past 30 days.

*Macworld Online Visitor Study, 1/07

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