

ZDNet Computershopper.com

Connecting Savvy Shoppers to the Best Deals on the Web

The functionality of the Internet makes it the ideal medium to research computer products without taking a leap of faith based solely on brand name or word of mouth. ZDNet Computershopper.com is the conduit that connects people to the most insightful, up-to-date information about computers and related products on the Web. Computershopper.com's tech-savvy audience comes to search, compare, and buy from the widest selection of vendors and brands. Showcased in more than 100 product categories, visitors can examine more than 190,000 products from over 2,500 manufacturers and system vendors.

Overview of Content

Computershopper.com is the definitive destination to shop for, compare, and buy products online. Organized into 16 categories, the site consists of:

- Desktops: Pentium III, Celeron, Athlon, Duron
- Digital Cameras: Still, Video, Webcams
- Electronics: MP3 Players, Camcorders, DVD Players
- Graphics Cards/Video Devices: Graphics Acceleration, 3D Acceleration
- Handhelds: Palmsize Device, Handheld PC
- Modems: External, Internal, ISDN
- Monitors: LCD, CRT, Flat Panel LCD
- Multimedia: DVD-ROM Drives, Speakers, Sound Cards
- Networking: Network Cards, Hubs/Networking Kits
- Notebooks: Pentium III, G3, Celeron
- Printers: Laser, Inkjet, Printer Accessories
- Scanners: Flatbed, Sheetfed, Photo
- Software: Games, Operating Systems, Utilities/Tools
- Storage: Hard Drives, CD-ROM Drives, CD-Rec/CD-RW Drives
- Upgrades: Motherboards, Processor Chips, Memory
- Web Services: ISP Finder, Web Hosting

The Computershopper.com Advantage

ZDNet is one of the most popular technology content sites for computer products purchased online.** Visitors to Computershopper.com can perform side-by-side comparisons of two or more products, enabling them to find the best products at the best prices. 1.3 million visitors log onto Computershopper.com every month**, generating hundreds of millions of dollars in sales leads to online merchants. This extensive activity translates to more traffic, sales, and brand awareness for advertisers.

Computershopper.com's Audience is Logged On and Tuned In

E-commerce is traveling on an explosive upward trajectory:

- As the online retail growth spiral continues and devices proliferate, online sales are expected to reach \$269 billion in 2005 and offline sales influenced by online devices will approach \$400 billion +

Computershopper.com users are active online buyers*:

- 88% plan to shop for and/or purchase computer hardware -- including PCs, peripherals, handheld devices, and accessories -- in the next six months
- Close to 90% plan to purchase computer software in the next six months
- 99% have shopped online in the past six months

Computershopper.com users are influential buyers who purchase for business and home*:

- More than 37% work in computer-related departments
- 33% hold management positions, and 14% are in top management
- 82% are business purchase decision makers
- Nearly all (99.9%) use a PC at home
- On average, Computershopper.com visitors own two PCs in their home
- 95% are involved in the purchasing of computer products for their home

Advertising Opportunities

Several different opportunities exist for marketers, including Banners, Leaderboards, Macrobuttons, Skyscrapers, Sponsored Links, and an e-newsletter. For manufacturing programs, please contact Sarah Schmidt (415-364-8813 or sschmidt@cnet.com). For reseller programs, please contact Steve McDougal (415-364-8186 smcdougal@cnet.com)

*ZDNet Trak Study, Summer 2000

**Media Metrix, Q-Metrix, Q4, 2000

+ Forrester Research – September, 2000