CNET Software

The scope and complexity of the $175 billion computer software industry has grown significantly during the Internet age -- especially as more and more people are turning to the Web to make their software purchases. Consequently, trying to sort out the thousands of software products on the market can be a Herculean task.

CNET Networks is undisputedly the most powerful channel for software distribution online or off, and the new CNET Software gives you a powerful opportunity to reach those who are hungry for the latest and greatest software products. CNET Software leverages state-of-the-art functionality and the most up-to-date information to bring CNET users the most comprehensive resource to keep pace with the ever-changing world of software. CNET Software’s directory of more than 4,000 software products is an unprecedented tool that helps people choose the right software solutions.

CNET Software is divided into the following categories:

- Browsers
- Communications
- Drivers
- Graphics & Publishing
- Internet Utilities
- Music & Video
- Operating Systems
- Server Software
- Utilities

- Business & Productivity
- Development Tools
- E-Commerce
- Home & Reference
- Linux Applications
- Networking
- PDA Applications
- Training

CNET Software's comprehensive coverage of software products also includes:
- Insightful software reviews by CNET.com editors
- A fully searchable database of product specifications and pricing powered by CNET Data Services
- The ability for users to conduct side-by-side product comparisons

CNET Software Visitors Have Buying Authority and Money to Spend
- Average HHI = $71,000
- 91% plan to be involved in software purchase decisions in the next 12 months
- 84% are employed, 48% of which have management positions
- 80% have purchased software online
- 76% are involved in the decision-making process for purchasing computer products
- 61% are expert or advanced PC users

Advertising Opportunities
CNET Software’s diverse array of marketing opportunities include:
- The Premier Partner Program, providing integrated placement in targeted categories, opportunities to gain visibility at all stages of the buying cycle, and increased sales
- Front Door Marquees
- Targeted Banners and Windows in each category

Now more than ever, your message has the ability to seamlessly reach this active, highly-targeted audience in one centralized location. For more information contact Stephanie Walter (415-364-8731 or swalter@cnet.com) or your sales rep.