ZDNet Interactive Investor

Robust Tech Information for Savvy Investors
The Information Age has been fueled by easy access to content and data via the Internet. Information that was once the domain of a select few is now available to almost everyone. This access to information has been especially significant for investors, who are now privy to comprehensive financial information whether they're individual or institutional investors.

ZDNet Interactive Investor is where personal and professional investors come before making decisions about their technology investments. The site provides up-to-the-minute quotes and financial information on more than 400 major technology companies and 18 technology industries, in addition to mutual fund and IPO coverage. Its content is gathered from the resources of Reuters, Motley Fool, Red Herring, and others, and features breaking news, analysis, quotes, charts, financial data, and SEC documents. Interactive Investor’s team of experts provides insightful investing tips for highly volatile technology stocks. Additionally, the site provides quotes and news within the context of visitors’ own personal portfolios.

Interactive Investor offers marketers a great opportunity to message in a contextually-relevant environment. Ads appear in front of ZDNet’s most financially-savvy audience, in a space where they are proactively seeking to improve their financial holdings.

A Dynamic Range of Offerings
Interactive Investor’s comprehensive content gives marketers several different opportunities to reach a highly-targeted audience while they make decisions about future investments. The site is divided into 12 categories:
- News Headlines
- Earnings Calendar
- IPOs: Pricings, Winners, Losers, On Deck
- Market Summary: NYSE, Nasdaq, Amex
- Mutual Funds: Fund Search, All Technology Funds, Power Search
- Downloads: What’s New, Reviewer’s Picks, Most Popular
- Commentary
- Investment Challenge
- Industry Indices
- Portfolio
- Stock Talk
- ZDNet News

A Powerful, Engaged Audience with Disposable Income
Interactive Investor’s audience is closely involved with technology and has money to spend:

Demographics
• 90.1% are employed*
• 41.1 % of employed visitors hold management positions*
• 35.8% of employed visitors have computer-related job functions*
• Average income among employed visitors is more than $100,000 per year*

Investments
• 44% of ZDNet’s audience has an investment portfolio in excess of $50,000.00**
• 63.9% of ZDNet’s visitors own some form of investment security**
• ZDNet users are 50% more likely to have shopped online for stocks within the last 6 months**
**Purchasing Power**
- 65.6% of employed visitors are involved in purchasing computer products for their companies*
- 81.7% have purchased software in past six months*
- 82.8% plan to purchase software in the next six months*
- 90.6% have purchased products online in the past six months*
- 93.3% plan to purchase products online in the next six months*

* Source: ZDNet Trak, July 2000
** Source: @Plan Spring 2000

**Advertising Opportunities**
Interactive Investor’s wide array of marketing opportunities includes Banners, Skyscrapers, Macrobuttons, Sponsored Links, e-newsletter - see rate card for all current pricing: [http://www.zdnet.com/adverts/adinfo/zdnetratecard.htm](http://www.zdnet.com/adverts/adinfo/zdnetratecard.htm). For more information contact Jonathan Kalsched ([jonathank@cnet.com](mailto:jonathank@cnet.com), or 212.790.6147).