



Advertising Media Kit

TG Publishing LLC, a Bestofmedia Group company

OVERVIEW

TG Publishing LLC (www.tgpublishing.net) is a Bestofmedia Group company (www.bestofmedia.com), one of the top three online media publishing companies for technology in the world (Source: Nielsen NetRatings March/April 2007). The combined company has multiple operations in North America, Europe and Asia with publications in 11 languages and 13 countries. TG Publishing LLC reaches over 5 million IT decision makers, high-tech purchasing influencers and consumers with over 50 million monthly page views.

IT USERS TRUST US

We are one of the most trusted sources for product evaluations of any technology publication and the first place IT professionals and consumers turn to when they want reliable information on products to buy (Source: Intelliquist CIMS Business Online Behavior Study).

Through our Web sites, readers can access technology information by subject, and advertisers can reach these buyers within targeted technology content. You will not find a more cost-effective and targeted online media than us to reach this audience.

THE LEADING ONLINE RESOURCE

We are one of the largest technology news and information publishers in the world. We have many seasoned editors who provide our readers an independent and invaluable resource for industry trends, products, in-depth reviews and how-to guides. Readers rely on us for information to make informed purchasing decisions.

GLOBAL REACH

We offer truly worldwide coverage. With eleven international Web sites, advertisers can broaden their reach even more. Each of these sites offers localized, translated content: US, UK and Ireland, France, Germany, Hungary, Italy, Poland, Sweden, Russia, China, Taiwan, and Turkey.



READER PROFILE

- 96%** Male
- 35** Average age
- \$85k** Average household income

READERS' ORGANIZATION SIZE

- 45%** Small business (1-99)
- 22%** Medium business (100-999)
- 33%** Enterprise (1000+)

AMONG OUR READERS

- 70%** Visit on a weekly basis for product reviews, test results and to help in buying decisions

PURCHASE INVOLVEMENT NEXT 12 MONTHS

- 68%** Will be personally involved in the purchase of a computer or technology related product for business
- 89%** Will be personally involved in the purchase of a computer or technology related product for home
- 92%** Plan to buy consumer electronics product, including:
- 80%** Plan to buy a CD player
- 86%** Plan to buy a DVD player
- 85%** Plan to buy a cell phone
- 78%** Plan to buy a digital camera
- 47%** Plan to buy game consoles
- 26%** Plan to buy an HDTV

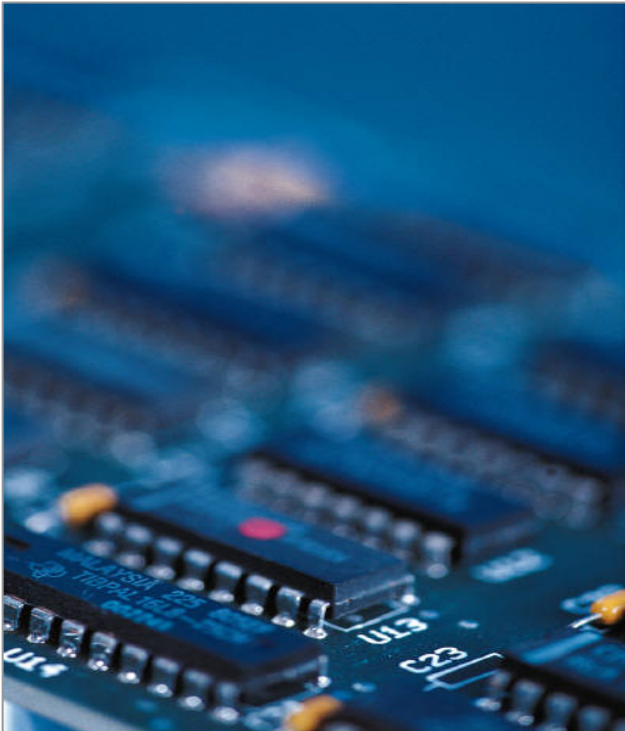
Source: TG Publishing LLC, a Bestofmedia Group company Reader Survey



SITE OVERVIEW

Founded by Dr. Thomas Pabst in 1996, Tom's Hardware was one of the first sites to review computer components. Today, Tom's Hardware is the leading authority on Computer Processors, Motherboards, Memory, Graphics Cards, Displays, Storage, Computer Peripherals, Printers, Cases, Modding, PC Cooling, Power Supplies and many more high technology products. Tom's Hardware delivers unbiased technology news, articles, reviews and reports to IT decision makers, business executives, consumers, buyers, tech enthusiasts and purchasing influencers. Featuring comparison charts and detailed benchmark testing, Tom's Hardware provides an independent information resource that attracts millions of hard-to-reach purchasers. Tom's Hardware offers many advertising options, from broad reach to precision targeting.

TOMSHARDWARE.COM



ADVERTISER BENEFITS

Access to tech buyers and influencers

35+ million monthly estimated page impressions

2.9+ million estimated unique monthly visitors

Ability to place targeted ads within categories

Target B2B and B2C audience

READER DEMOGRAPHICS

- 96% Male
- 35 Years Average Age
- \$88,000 Average Household Income
- 68% Approve/Recommends IT Purchases

Source: Tom's Hardware Reader Survey

FEATURED CATEGORIES

CPU

Motherboards & RAM

Graphics & Displays

Storage

Peripherals

Build Your Own

Blogs

The Universal Command Guide for Operating Systems

Tom's Hardware Forums

Channel Guide

Compare Prices



SITE OVERVIEW

Tom's Guide is the definitive online resource for unbiased product reviews, price comparisons, news and information on consumer electronics and high technology products for the home or business. With Tom's Guide, advertisers can reach a large audience of buyers looking to purchase consumer electronics and high-technology products. Tom's Guide provides consumers product reviews, price comparisons, news and information for laptops, notebooks, smartphones, PDAs, computing systems, home theater PCs, audio, video, photography, TVs, media players and recorders, home and small business networking components, and related products.

TOMSGUIDE.COM



ADVERTISER BENEFITS

Reach a large audience of household and business consumers

3.5 million estimated monthly page impressions

500,000 estimated unique monthly visitors

Influence buyers of electronics / computing

TARGET READER

- Purchasers of electronics and computing products
- Household Consumers and Business Buyers

READER DEMOGRAPHICS

- 95% Male
- 35 Years Average Age

FEATURED CATEGORIES

Laptops & Notebooks

Smartphones & PDAs

Systems

Home Theater PCs

Audio

Video

Photography

TVs

Media Players & Recorders

Gaming

Videos

Slide Shows

Compare Prices



SITE OVERVIEW

Tom's Games is the ultimate resource for gamers and consumers. This site targets the gaming community, providing information to avid gamers and active consumers of PC and console games.

Tom's Games covers everything a gaming consumer needs to know about the games before they purchase. Gamers visit the site for the latest gaming news and reviews, and return to the site for in-depth feature articles and purchasing information. Tom's Games also offers articles on additional topics that interest gamers such as film, TV and other areas of digital entertainment.

TOMSGAMES.COM



ADVERTISER BENEFITS

Reach gamers and consumers

2 million monthly estimated page impressions

500,000 estimated unique monthly visitors

Options for video and site splash page ads

READER DEMOGRAPHICS

- 93% Male
- 26 Years Average Age
- \$73,000 Average Household Income

Source: Tom's Games Reader Survey

FEATURED CATEGORIES

- Gaming
- Film & TV
- Books & Comics
- Culture & Politics
- Fringe Drinking (Blog)
- Videos
- Compare Prices



SITE OVERVIEW

TG Daily is the trusted, unbiased news source for technology minded professionals, enthusiasts and consumers who want to stay informed of new products, hot technologies and industry trends.

Our site editors report beyond the headlines to provide comprehensive technology news coverage nationwide. Updated several times every hour throughout the day, our site explains the news behind the news.

Advertise on our site to reach IT professionals, technology purchasers, IT decision-makers, consumers, hi-tech industry analysts and market researchers.

TGDAILY.COM

ADVERTISER BENEFITS

Reach IT professionals /decision makers

5+ million monthly page impressions

1.9+ million monthly unique visitors

Access to technology consumers

Access B2B and B2C audience

READER DEMOGRAPHICS

- 96% Male
- 36 Years Average Age
- \$62,500 Average Household Income
- 71% Approve/Recommends IT Purchases

Source: TG Daily Reader Survey

FEATURED CATEGORIES

Business & Law

Consumer Electronics

Event Coverage

Games & Entertainment

Hardware

Mobility

Networking

Opinion

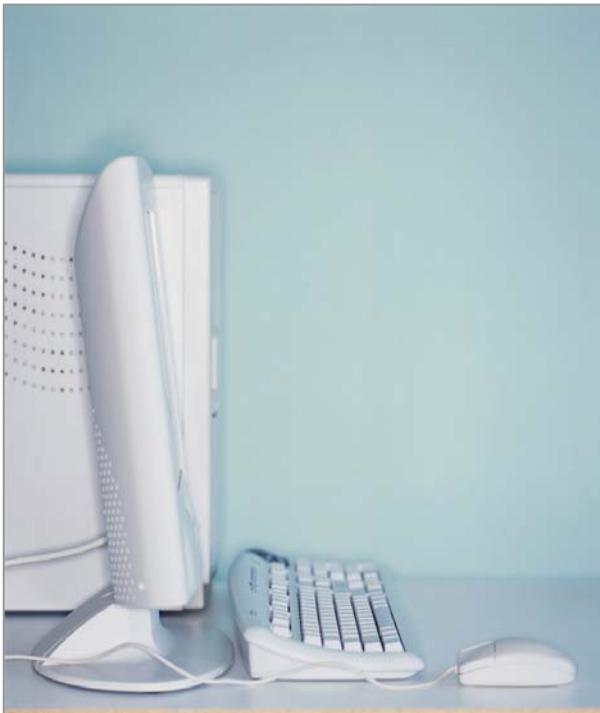
Security

Software

Trendwatch

Slide Shows

Compare Prices



Contact sales for more information: Email: sales@tgpublishing.net , Telephone (310) 279 – 5508

Newsletters & Co-Registration Ads

Tom's Hard News

Tom's Hard News offers a highly targeted opportunity for advertisers who desire to reach more than 113,000 affluent, educated technology enthusiasts. Delivered weekly.

Tom's Guide Newsletter is the way to reach more than 13,000 affluent, educated technology enthusiasts who depend on it for consumer electronics and technology products. Delivered weekly.

AVAILABLE NEWSLETTER AD UNITS (all newsletters)

There are two sponsorships available in each issue (as indicated in the table below).

1	HTML Banner	468 x 60 pixels, 15kB Maximum file size. JPEG, GIF only
2	HTML Vertical Banner	125 x 250 pixels, 15kB Maximum file size. JPEG, GIF only
1	Text Banner	Send 4 lines of text maximum, 45 characters per line plus URL
2	Text Vertical Banner	Send 3 lines of text maximum, 30 characters per line plus URL

NEWSLETTER FORMAT (all newsletters)

Both HTML and text versions are available, so advertisers need to supply both formats.

CO-REGISTRATION AD CAMPAIGNS

We offer co-registration programs on our Email newsletter subscriber registration pages.

Location: Subscriber registration pages

URLs:

<http://www.tomshardware.com/newsletter/user/subscribe.html>

http://www.thg-news.com/thg_newsletter/mg_subscribe_hp.html

Specs: 88x31 logo, 50-word headline, 100 words of copy

Rate: \$20 net per name for three fields (first name/last name/Email address). \$5 net per name for each additional field.

Please contact sales@tgpublishing.net for more information.

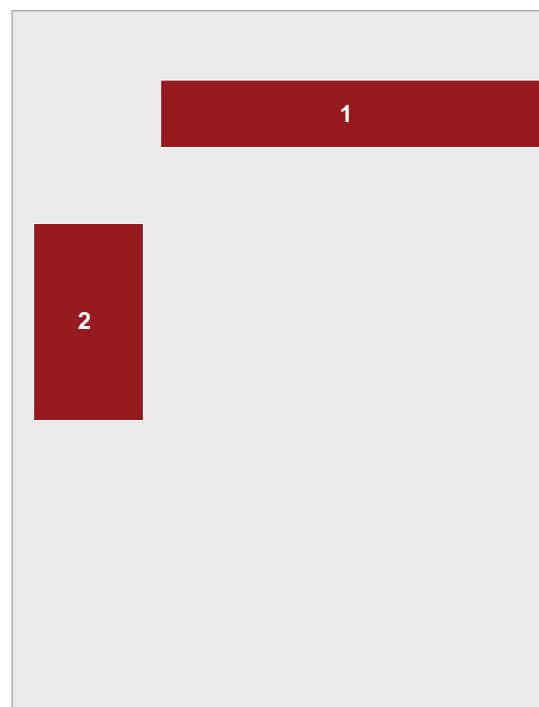
NEWSLETTER SPECIAL REPORTS

Advertisers looking for a high impact method of reaching our Email newsletter subscribers have another option, an extra issue or special report, solely focused on a select topic. We send the Special Report out separately from our regular newsletters.

- Schedule & Content: Two issues minimum. Content written by our editors in collaboration with the advertiser
- Format: Both HTML and text versions are provided, so advertisers supply both formats. Creative: 336x280, plus text version
- Rate: \$9,000 net per issue, \$18,000 net total (Tom's Hard News subscriber base)
- Rate: \$4,000 net per issue, \$8,000 net total (Tom's Guide Newsletter subscriber base)

NEWSLETTER ADVERTISING RATES

Ad Layout		Tom's Hard News	Tom's Guide Newsletter
1	Banner	\$7,500	\$2,000
2	Vertical Banner	\$5,000	\$1,500



Premium Ad Units



AD UNIT DIMENSIONS

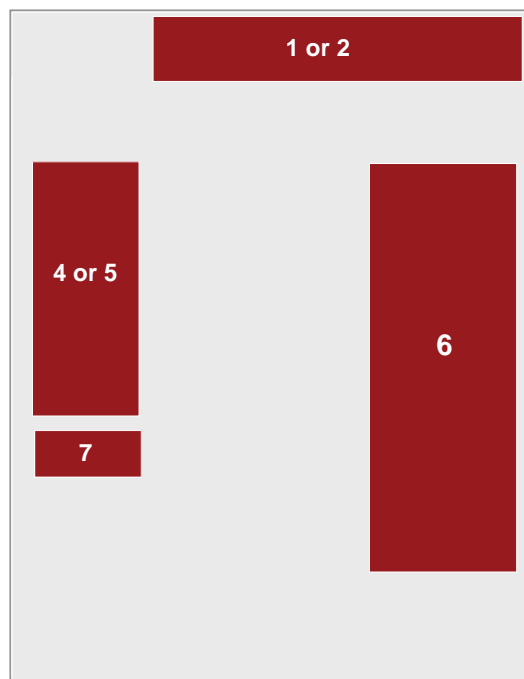
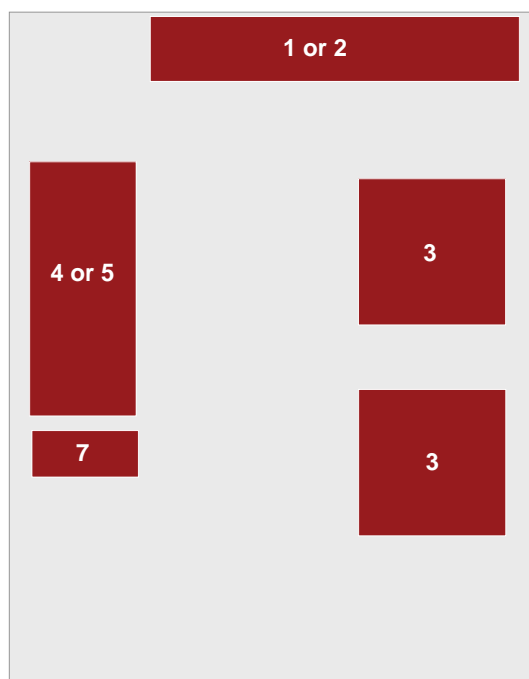
#	Name	Dimensions (Pixels)	Maximum File Size
1	Standard Banner	468x60	25 k
2	Leaderboard	728x90	35 k
3	Rectangle	336x280 (large)	35 k
		300x250 (medium)	35 k
4	Skyscraper	120x600 (regular)	30 k
		160x600 (wide)	30 k
5	Vertical Banner	125x250	25 k
6	Half-Page	300x600	25 k
7	Text Links	88x31 plus 45 characters of text and link/URL	5 k

TARGETING OPTIONS

- Geo-targeting (specify zip code, state, and/or countries desired)
- Day-part (specify which hours ad will run, what days of the week)
- Browser (e.g. Internet Explorer only)
- Domain (e.g. all ibm.com domains)
- Language (English only, or French only, etc.)
- Operating system (Windows, Mac, UNIX, etc.)
- Frequency caps (maximum times ad is delivered to unique visitor in specified time period, e.g. 3 times per 24 hours)
- Keyword (on search pages)

AD LOCATIONS

See below for the positioning of the ad units. The placement of the rectangle (Ad Unit #3), can vary on the page.



Premium Ad Units

Tom's Hardware Forum

Our forums are an effective method to get your ad in front of our influential community of technology enthusiasts, buyers and IT decision-makers. The categories of the discussion forums include hardware, network, mobile, games & entertainment, consumer electronics, software and more IT community topics.



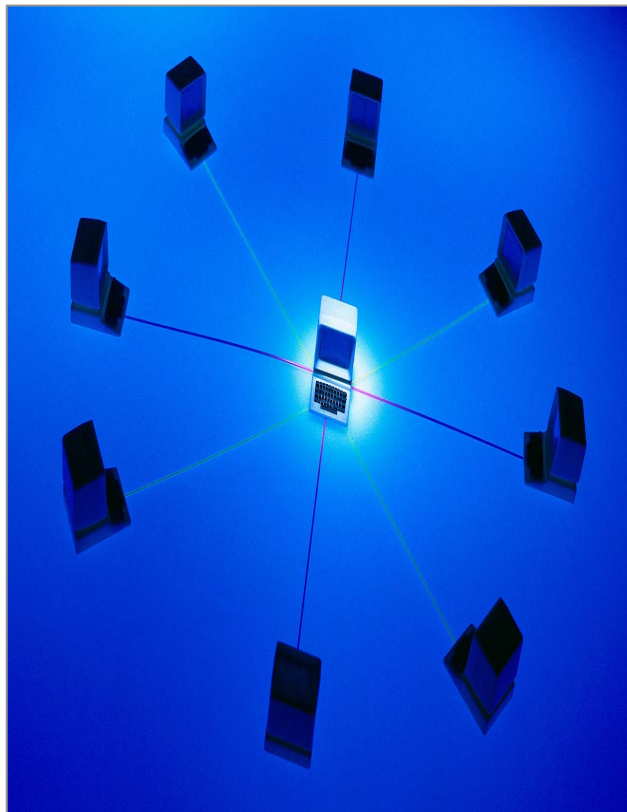
FEATURED TOPICS

- Computer Hardware
- Network
- Mobile

TOMSHARDWARE.COM/FORUM

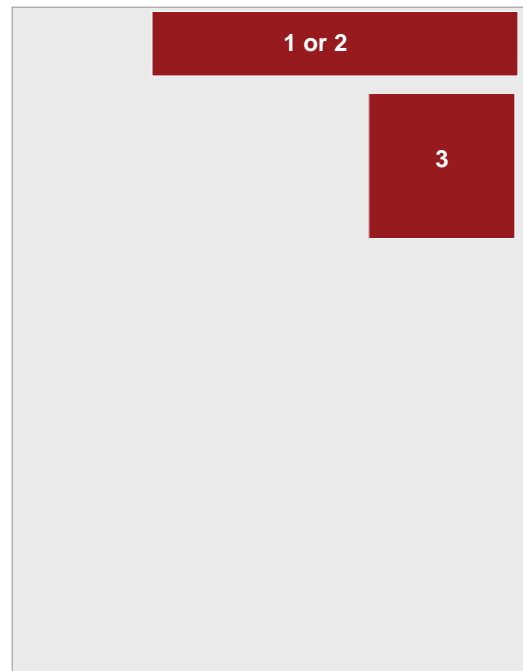
AD UNIT DIMENSIONS

#	Name	Dimensions (Pixels)	Maximum File Size
1	Standard Banner	468x60	25 k
2	Leaderboard	728x90	35 k
3	Rectangle	300x250 (medium)	30 k



AD LOCATIONS

See the diagram for the positioning of the ad units on Tom's Hardware Forums.

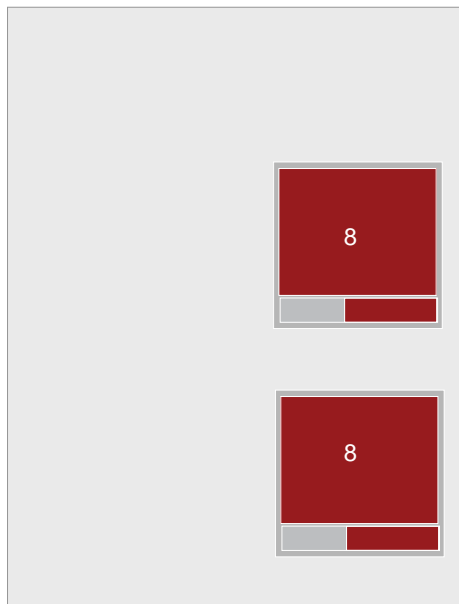


Premium Ad Units – Video Ads and Slideshows

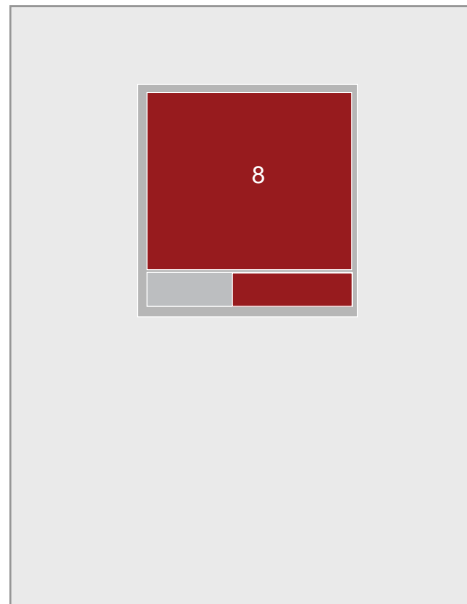
AD UNIT DIMENSIONS

#	Name / Description
8	<p>VIDEO ADS</p> <p>Engage your audience with your 15-second movie or video that will be the first item that our readers see when they click on our popular editorial videos. The dimensions include a 336 x 280 pixels ad on the homepage, a 400 x 300 pixels ad on the video page, and a button for your logo (88 x 31 pixels) on the control bar. On the Video Page, ad placement is in the center and top of page. On the Homepage, the ad placement may vary (see diagram provided).</p> <p>Available on Tom's Hardware, Tom's Guide and Tom's Games.</p>
9	<p>SLIDE SHOW ADS</p> <p>Captivate your audience with your message with a Slide Show ad (468 x 60 pixels banner, up to 25k file size). The ad is displayed prominently in the front and center on the slide show page.</p> <p>Available on Tom's Hardware, Tom's Guide, Tom's Games and TG Daily.</p>

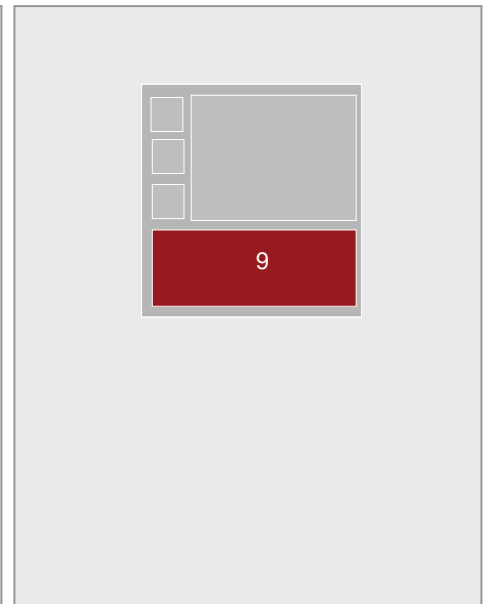
Homepage View of Videos



Video Landing Page View



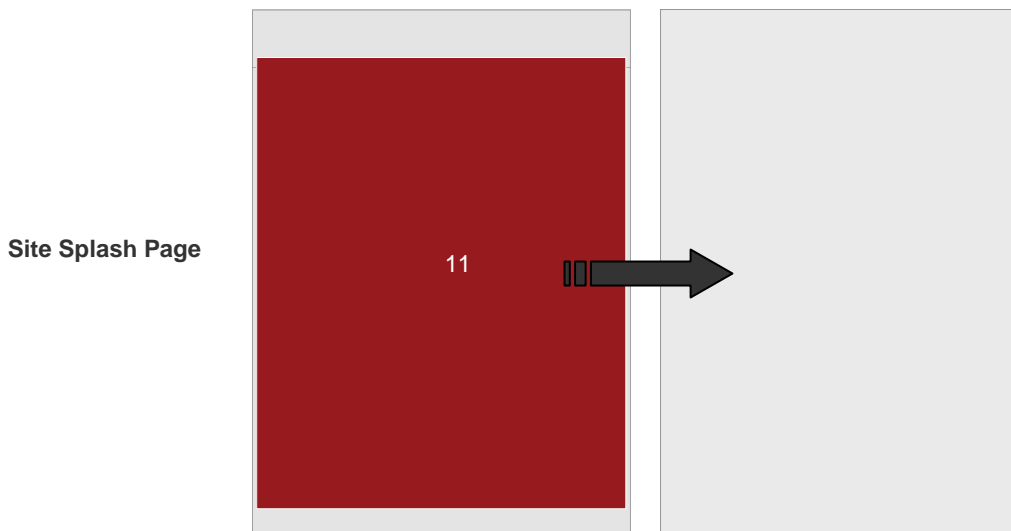
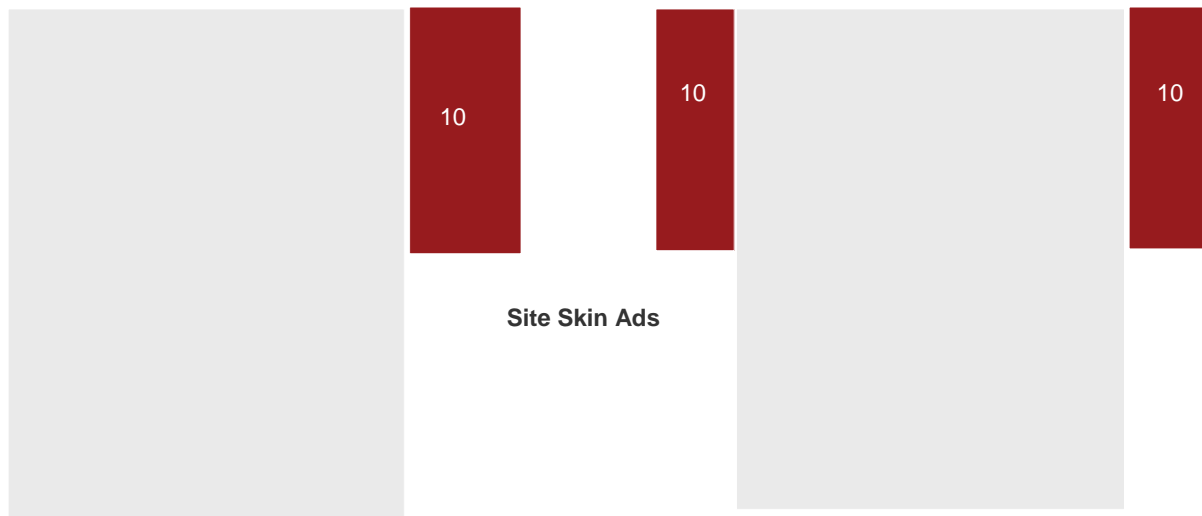
Slide Show Landing Page



Premium Ad Units – Site Skin and Site Splash Page

AD UNIT DIMENSIONS

#	Name / Description
10	<p>SITE SKIN ADS</p> <p>Maximize your ad visibility with a site skin that scrolls with the reader on the front page of the site for high visibility. Your ad will always be in view of the reader, even when they scroll the page. Choice of either one 300 x 600 pixels (up to 40k file size) site skin on the right hand side or two 160 x 600 pixels site skins that are displayed one on each side.</p> <p>Available on the homepage of Tom's Hardware, Tom's Guide and Tom's Games.</p>
11	<p>SITE SPLASH PAGE AD</p> <p>Command attention with a dedicated site splash page (750w x 450h pixels, up to 50k file size) that readers will see before site entry.</p> <p>Available on Tom's Guide and Tom's Games.</p>



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Ad Rates & Special Programs

We offer a variety of advertising opportunities for marketers: across our entire network of sites, on a specific site only, or even more targeted options on specific site sections, individual articles and/or placements on Home Pages only.

- Run of Network (RON)** Ad appears on any of our Web sites
- Run of Site (ROS)** Ad appears only on a specific Web site
- Run of Category (ROC)** Ad appears only on a specific category section of a specific Web site
- Run of Article (ROA)** Ad appears only on a specific article of a specific Web site
- Run of Page (ROP)** Ad appears only on a specific page

Rates below are priced on a cost-per-thousand basis (CPM). For example: 150,000 impressions for a run of network large rectangle computes as 150 x \$60, or \$9,000.

Location	Leaderboard or Banner	Rectangle	Half Page	Skyscraper	Vertical Banner
	728x90 / 468x60	336x280 / 300x250	300x600	120x600 / 160x600	125x250
Run of Network	\$50	\$60	\$75	\$45	\$35
Run of Site	\$60	\$70	\$85	\$55	\$45
Run of Category	\$70	\$80	\$95	\$50	\$55
Run of Article	\$70	\$80	\$95	\$50	\$55
Home Page or Run of Page	\$80	\$90	n/a	\$70	n/a

TEXT LINKS

One line of text up to 45 characters, plus one 88x31 (pixels) logo. \$2.00 CPM / \$3.00 CPC. Rates are hybrid CPC and CPM. Impressions are guaranteed, but clicks are estimated: Actual delivery may vary. Advertiser to be invoiced on actual delivery.

TARGETED RESEARCH OPPORTUNITIES

Advertisers seeking a deeper understanding of their markets can take advantage of proprietary research panel, TGP Tech Voice. In partnership with Socratic Technologies, a leader in the science of computer-based and interactive research methods, we have a variety of expert research capabilities for product development, reader experience, testing and online development. Use our research capabilities for:

- New Product Concept Screening
- Pricing and Feature Optimization
- Customer and Employee Satisfaction
- Advertising and Communications/Ad Testing
- Brand Equity, Design & Naming
- Competitive Analysis
- Segmentation & Positioning
- Web Site Usability Testing

SPECIAL PROGRAMS

Plan a promotion in conjunction with one of our editorial microsites. Now you can place your promotion with a specific microsite for industry tradeshows, events and seasonal programs. We offer coverage on the major consumer electronic, technology, gaming and other industry tradeshows that matter the most to our readership. Contact sales@tgpublishing.net for a copy of the editorial calendar and details.

Seasonal Promotion	Month
Consumer Electronics Show	Jan
Father's Day & Graduation Buyer's Guide	May-June
Back-To-School Buyer's Guide	July-Aug
Holiday Buyer's Guide	Nov-Dec

Ad Specifications

MEDIA SPECIFICATIONS

Accepted formats: GIF, JPEG, HTML, DHTML, Rich Media, Flash, JavaScript, PointRoll, Shockwave, Java, Enliven, Bluestreak, Viewpoint and Eyeblander (Reader interaction only). GIF or JPEG must accompany rich media.

Rich media is available with the following attributes:

- In-house Ad servicing system
- Site contact: banner@tgpublishing.net
- iFrame/JavaScript Tag-Type
- Run of Site placement capabilities
- Expandable via Mouse-over or Click
- Close button and Mouse-off
- 35k – 125k size
- Max size control – polite
- Unlimited initial animation (Sec)
- Unlimited max loops
- Non-Reader initiated Rich Media
- Reader-Initiated Audio
- Up to 30 seconds for rich media / audio
- Play, Stop, Pause and Mute rich media / audio buttons
- 15 Frames per second
- Supports Flash 5 or higher

TRACKING INSTRUCTIONS

Tracking of click-throughs is provided by us when the Flash file is coded using the clickTAG feature as provided by Adobe®. Adobe's Guide to creating a clickTAG enabled Flash ad will help you understand how to create clickTAG enabled Flash media (content is towards bottom of the page):

www.adobe.com/resources/richmedia/tracking/designers_guide/

Any click actions defined must be opened in a new window e.g.: Code with clickTAG feature and opening destination URL in a new window.

```
on (release) {  
  if (clickTAG.substr(0,4) == "http") {  
    getURL(clickTAG, "_blank");  
  }  
}
```

Note: The above code should NOT contain the destination URL

CAMPAIGN REPORTS

All advertisers on our sites have secure, real time access to banner reports using our AD Report system. Advertisers may create reports based on banner creative, date range, or by total to date anytime. The reports provide data on each banner creative on each position, along with impressions, clicks and CTR, position of unit on page and target data about what remains to be delivered.

- Rich media banners can run anywhere in flexible formats.
- Expandable banners cannot run on any Home Page.
- Expandable ad units will be frequency capped per reader (e.g. 1 per reader per 24 Hours - level is negotiable).
- Acceptance of rich media banners is subject to availability.
- We reserve the right to accept or reject any content.

EXPANDABLE MEDIA

Size	Expansion		
	Max Size	Horizontal	Vertical
120x600	240x600	Right	NA
160x600	320x600	Right	NA
300x250	600x250 or 300x500	Left	Down
336x280	672x280 or 336x560	Left	Down
300x600	600x600	Left	NA
728x90	728x270	NA	Down

Ad Specifications

VIDEO AD SPECIFICATIONS

Your 15-second movie or video will be the first item our readers see when they click on our popular editorial videos.

AD Unit Dimensions	336 x 280 pixels – Homepage and 400 x 300 pixels – Video Page
Sponsorship Button	88 x 31 pixels
Maximum File Size	Unlimited but playtime is 15 seconds
Animation	Yes
File Format	. WMV; .AVI; .MOV, .FLV
Image Rotation	Only one creative maximum may be rotated per campaign. No looping.
Linking URL	An active URL must be provided as it will be linked from the logo. Limit to 128 characters.
Third-party tracking (optional)	We will host the Logo Button, but a 1x1 pixel JPG may be provided to allow third party tracking of ad impressions.
Compression	DV/NTSC
Audio	Stereo no higher than 48 KHz
Frame Rate	29.97 fps
Pixels	Square
De-interlacing	Yes
Ad Length	Maximum of 15 seconds
Linking URL	Video must be linear and non-interactive (cannot contain any clickable “hot spots”)
Deadline	Creative due 10 business days prior to scheduled launch date

SITE SPLASH PAGE AD SPECIFICATIONS

The Intracommercial is cooked and served to unique readers once per day or per week only on the first page of a reader's session start. Supported configurations include: Netscape 7.1, FireFox 1.0+ or IE 5.0+ and screen resolution of 1024x768 pixels and higher.

Ad Unit Dimensions	750w x 450h pixels
Maximum File Size	50k
Default GIF/JPG	None required. Readers whose system configurations do not meet the Intracommercial viewing requirements will go directly to the requested site page.
File Format	Flash 6 or higher
Animation	Keeping your animation to 5-7 seconds will ensure the entire animation displays before the Intracommercial resolves to the Window ad unit.
Frames per second	12-15 frames
Tracking	<p>Tracking of click-throughs is provided by us when the Flash file is coded using the clickTAG feature as provided by Adobe®. Adobe's Guide to creating a clickTAG enabled Flash ad will help you understand how to create clickTAG enabled Flash media (content is towards bottom of the page): www.adobe.com/resources/richmedia/tracking/designers_guide/ . Any click actions defined must be opened in a new window e.g.: Code with clickTAG feature and opening destination URL in a new window.</p> <pre>on (release) { if (clickTAG.substr(0,4) == "http") { getURL(clickTAG, "_blank"); } }</pre> <p>Note: The above code should NOT contain the destination URL</p>
Number of Links	One only
Sound	The ad may allow the option for reader-activated sound.
Third-Party Serving	3rd party iFRAME tags from any of our certified ad servers

Contact sales for more information: Email: sales@tgpublishing.net , Telephone (310) 279 – 5508



FOR MORE INFORMATION, CONTACT SALES:
Email: sales@tgpublishing.net, Telephone: (310) 279 – 5508