Brand Mission
YOUR GUIDE TO A BETTER FUTURE.

Who We Are
CNET tells you what’s new and why it matters. For over 25 years, CNET has been educating readers on how to leverage the latest in technology to get the most out of their everyday lives. This trusted editorial legacy has allowed CNET to expand its scope of coverage as technology continues to become a bigger part of everything from transportation and personal finance to parenting and beyond.

What We Do
We lead you through change. We believe you can create a better future when you understand new ideas. Our experts give you news, tools and advice that help you navigate our ever-changing world. Because when you understand what’s going on, you can do something about it.

GLOBAL MONTHLY VISITORS
67M

US MONTHLY VISITORS
51M

TECH NEWS SITE RANK (UVS)
#1

MONTHLY VIDEO VIEWS
90M

SOCIAL FANS/FOLLOWERS
14M

AVERAGE USER HHI
$113K
2022 Editorial Spotlight

Key CNET Moments and Partnership Opportunities

Q1

January
THE YEAR AHEAD
- CES
- New Year, New You

February
HOW TO WATCH
- Samsung Unpacked
- Superbowl
- Beijing Olympics

March
METAVERSE
- Making the Metaverse
- CNET Deals Days
- Women’s History Month

Q2

April
MAKE YOURSELF
- Electrified Show Launch
- Lifestyle Channel Launch*
- Citizen Now

May
LIFE HACKS
- Power Money Moves
- Google I/O
- Tech Enabled

June
MID-YEAR RELAX
- Sleep Series
- Gamers and NFTs
- Prime Day

Q3

July
OUTDOOR LIVING
- Backyard Essentials
- Summer Travel
- Summer Gift Guide

August
AT HOME
- Home Buying/ Moving
- Back to School
- How to Buy Anything

September
MOBILE MONTH
- The iPhone Unveiled
- Back to School
- Money Equity Secrets

Q4

October
SOCIAL IMPACT
- Climate Change
- Citizen Now
- Broadband Divide

November
SHOPPING HAUL
- Cyber Week
- Holiday / Thanksgiving
- CNET Explained Show

December
CNET WRAPPED
- Holiday
- 2022 in Review
- The Year Ahead, 2023

*Feature names subject to change
Advertising Opportunities

DISPLAY ADVERTISING
- Desktop and Mobile
- Audience & Contextual Targeting
- Competitive Conquesting
- High-Impact and Rich Media
- Programmatic Offerings

VIDEO
- Pre-Roll (O&O + YouTube)
- High-Impact Video Units

SOCIAL
- First Party Targeting
- Partner Amplification
- Sponsorships & Integration

AUDIO
- Pre & Mid-Roll Placements
- Podcast Sponsorships
- Branded Segments

BRANDED CONTENT
- Engaging Article Formats
- Custom Video Series
- Social-First Content
- Expert Talent Network
Driven by data and a passion for performance, our proprietary products and capabilities help marketers achieve their goals.

Interested in planning a campaign? Please contact us here:

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**AUSTRALIA + APAC**
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Reaching 1 in 2 Consumers Across the U.S.

134M
US MONTHLY UVS

246M
GLOBAL MONTHLY UVS

+56M
SOCIAL FOOTPRINT

Sources: Comscore Worldwide & U.S. Multiplatform 2021 Average; RV Internal Social Platform Data, 2022