In an ever changing tech-driven world, CNET explains, demystifies and guides everyone to improve their lives.

We build programs and experiences that allow our partners to address one of the most engaged audiences in the world—audiences with intent, looking for solutions to their problems, today and tomorrow.

We help consumers solve those problems. Whether researching a considered purchase, transacting on our advice, or educating themselves on the rapidly changing world, CNET’s audience actively participates in creating a better life with our expert guidance and advice.

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**Brand Mission**

**YOUR GUIDE TO A BETTER FUTURE.**

**GLOBAL MONTHLY VISITORS**

31M

**US MONTHLY VISITORS**

20M

**ANNUAL VIDEO VIEWS**

430M

**ANNUAL INTENT SESSIONS**

210M

**SOCIAL FANS/FOLLOWERS**

17M

**TECH NEWS SITE RANK**

#1

Sources: Comscore FY 2020, Looker FY 2020, Comscore Rankings, U.S. Only; LinkedIn, Instagram, Facebook, Snapchat, Twitter. Youtube.
2024 Editorial Spotlight
Key CNET Moments and Partnership Opportunities

Q1
THE NEXT BIG THING
- The Next Big Thing @ CES
- Cover Story: 5 Ways AI is Already Transforming Our Lives in 2024
- Key Events: Samsung Galaxy Unpacked, Apple Vision Pro

Q2
CNET ZERO HEROES
- CNET Zero 2024
- Cover Story: Meet 3 Gen Z Entrepreneurs Changing America’s Landscape to Help Save It

Q3
DEALS
- Video Cover Story: DUPED: Gen Z Shopping Trends
- Key Events: Prime Day, Samsung Galaxy Unpacked

Q4
FINANCIAL READINESS
- 100 Days of Holiday
- Cover Story: Get Rich w. AI: New Budgeting & Tools To Help You Make Intelligent Money Moves
- Gift Guide: Holiday
- Key Events: Google Pixel, Prime Day

February
TECH IN ENTERTAINMENT
- Cover Story: TikTok Superstars Changed Music Forever. A New Wave Of Artist Innovation Is Coming Fast
- Key Events: Super Bowl, Mobile World Congress

March
YOUR MONEY, YOUR LIFE
- AI Atlas Launch
- Editors’ Choice Q1
- Video Cover Story: Masters of Sleep
- Tax Season: Tips, How-To’s

April
CNET’S GUIDE TO SUMMER

May
AI AND FUTURE TECH
- Editors’ Choice Q2
- Cover Story: Rethinking Home Security (Biometric, Keyless)
- Key Events: Apple WWDC
- Gift Guide: Father’s Day

June
PHONES
- Apple Event 2024
- Cover Story: Yes, Phone Innovation Lives On

July
SOLAR MONTH
- Editors’ Choice Q3
- Cover Story: The US Power Grid Needs an Upgrade. Here’s the Solution.
- Gift Guide: Back To School

August
PHONES

September
FINANCIAL READINESS

October
SHOPPING

November
SHOPPING
- 100 Days of Holiday
- Editors’ Choice Q4
- Cover Story: Two Billion People Play Mobile Games. Now, the Game Is Changing
- Key Events: Black Friday, Cyber Monday

December
SHOPPING
- 100 Days of Holiday
- Cover Story: Can You Buy Your Way To Smarter Sleep?
- CES 2024 Predictions

*Feature names subject to change; Events subject to change based on event date
Advertising Opportunities

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

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

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

BRANDED CONTENT
- Engaging Article Formats
- Custom Video Series
- Social-First Content
- Expert Talent Network
Advertising Sales Inquiries

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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<thead>
<tr>
<th>US</th>
<th>UK</th>
<th>AUS</th>
<th>APAC</th>
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</thead>
<tbody>
<tr>
<td>Matt Rowell</td>
<td>VP of Partnerships</td>
<td><a href="mailto:mrowell@redventures.com">mrowell@redventures.com</a></td>
<td></td>
</tr>
<tr>
<td>Jake Newman</td>
<td>Partnership Representative</td>
<td><a href="mailto:jnewman@redventures.com">jnewman@redventures.com</a></td>
<td></td>
</tr>
</tbody>
</table>
We Help People Discover & Decide

218M
GLOBAL MONTHLY UVs

+1B
INTENT SIGNALS

+47M
SOCIAL FOOTPRINT

Sources: Comscore Worldwide & U.S. Multiplatform December 2022 Average; RV Internal Social Platform Data, February 2023