



HardwareZone
.community
**MEDIA
KIT**

WE HELP YOU ACHIEVE MAXIMUM MARKETING REACH



Hardware Zone envisions being a leading integrated media company in Asia providing marketing channels and services to the information communications technology (ICT) and gaming industry. Capitalizing on our editorial strength, Hardware Zone offers to marketers multiple media solutions via our magazines, Internet products, research, direct marketing services, education and training, as well as event management.

ABOUT :: WWW.HARDWAREZONE.COM®

Since its inception in 1998, hardwarezone.com® has emerged as the leading IT hub in Southeast Asia (SEA) and one of the world's best. It boasts a vast community of **217,000 members** and a record of more than **35 million page views** amongst its **1.1 million unique visitors** each month.

www.hardwarezone.com® is the One Stop IT Hub (O.S.I.H) of choice for computing enthusiasts, IT professionals, corporate procurement executives and general tech consumers alike, consistently bringing quality reviews, shootouts, special features and daily updates of IT developments in the industry to the growing tech community. Using a comprehensive technical testing methodology, reviews are guaranteed to be unbiased, professional and accurate.

By aggregating news from other IT news site, she has also been a source of latest technology updates for many IT professionals, managers, and decision makers. Her daily technology financial news has also been a much-needed finance updates for PMEBS (Professionals, Managers, Entrepreneurs & Businessmen).

A key feature of www.hardwarezone.com® is its highly interactive and member-centric platform. Encompassing discussion forums, classified ads and localized price guides, these services provide interaction grounds for the online community and functions to promote constant and instantaneous two-way communication.

Its popularity has sparked the creation of localized versions of www.hardwarezone.com® in the region, specifically Singapore, Malaysia, Thailand, Philippines and Australia. With localized content and community-centric interactive platforms such as the latest product price information, forums and classified ads, users are always ensured of its immediate relevance.

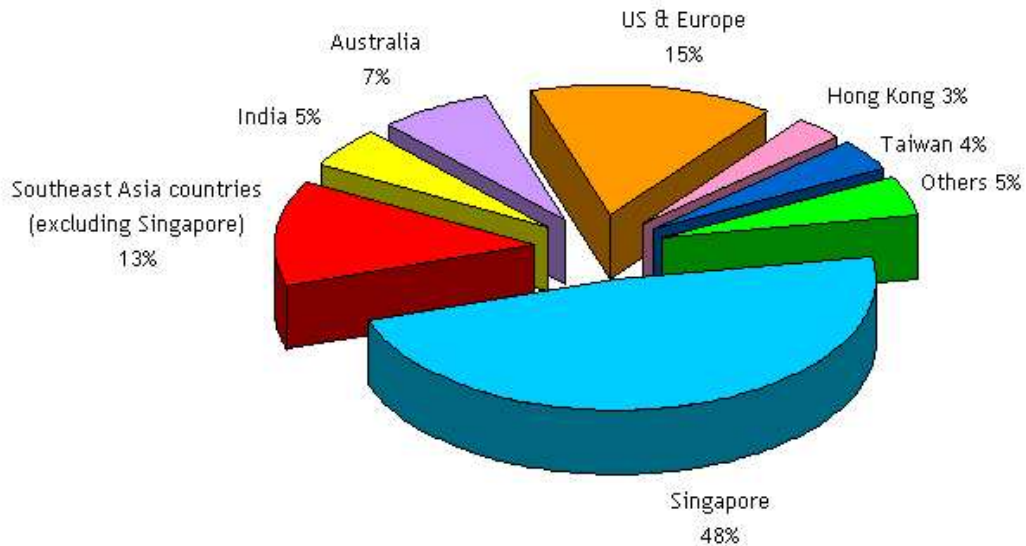
www.hardwarezone.com® offers an extensive suite of advertising options to advertisers, conceptualizing effective marketing solutions that are customized to accommodate the different marketing objectives. From online surveys to advertorials or branding banners, advertisers are assured of a high ROI with the site's ever-expanding reach and massive community. Complemented by round-the-clock international exposure, these comprehensive, original and well-instrumented campaigns ensure compelling messages are always communicated to its targeted audience.

FACTS & FIGURES :: WWW.HARDWAREZONE.COM®

Traffic

Monthly Pageviews	35,000,000
Monthly Unique Visitors	1,100,000

Unique Visitors Breakdown



Countries		Unique Visitors Breakdown
Singapore		47.8%
South-East Asia	Malaysia (8.3%)	13%
	Thailand (2.2%)	
	Philippines (1.6%)	
	Indonesia (0.9%)	
North-East Asia	Hong Kong	3%
	Taiwan	4%
South-Asia	India	5%
Australasia	Australia	7%
US & Europe		15.2%
Others		5%

FACTS & FIGURES :: WWW.HARDWAREZONE.COM®

Membership Profile

Total Registered Members	217,000	
Gender	Male	76%
	Female	24%
Age Group	< 18	8%
	18 - 25	23%
	26 - 33	35%
	34 - 41	26%
	> 41	8%
Job Function	CxOs	6%
	Self-Employed/Entrepreneurs	6%
	Professionals	13%
	Managers/Middle & Senior Management	16%
	IT-Related (MIS, SI, Engineers)	22%
	Executives	7%
	Students/NSFs	18%
	Others	12%
Industry <i>* Figures do not include the Students/NSFs under Job Function</i>	Information Technology/Systems	32%
	Engineering/Manufacturing	14%
	Audit/Accounting	7%
	Advertising/Media	5%
	Banking/Finance	5%
	Education/Training	10%
	Consultancy	4%
	Telecommunications	3%
	Others	20%

FACTS & FIGURES :: WWW.HARDWAREZONE.COM®

Awards & Accreditation

- Ranked #1 in Hitwise Singapore in "Computers & Internet - Hardware" for the period in 2003, 2004 and January - September 2005
- Ranked #1 in Hitwise Singapore in "News & IT Media" for the period in 2004 and January - September 2005



- Mentions under "Web Trends" section under Sunday Times (Straits Times)
- Ranked as one of top 3000 sites in the world by Alexa
http://www.alexa.com/data/details/traffic_details?q=&url=hardwarezone.com



Hardwarezone.com® :: Connecting IT to You.

hardwarezone.com

www.hardwarezone.com® has consistently provided the most accurate IT price guides in Asia with quality articles that reports the latest developments in the IT industry inclusive of technology reviews, technical comparisons and vibrant forum channels for a global audience of IT enthusiasts. Through its effort and dedication, www.hardwarezone.com has consistently emerged as the leading IT hub in Asia and as one of the world's finest.

Avg. Review for hardwarezone.com: ★★★★★

Traffic Rank for hardwarezone.com: 2,536

- Traffic audited by Nielsen//NetRatings (Singapore)

Top Sites						
Report: Aggregate						
Period: 01/11/05 - 30/11/05 (SGT)						
<input type="button" value="Monthly"/> <input type="button" value="6"/> <input type="button" value="November"/> <input type="button" value="2005"/> <input type="button" value="Check"/> <input type="button" value="Next"/> <input type="button" value="List"/> <input type="button" value="Chart"/> <input type="button" value="Print"/> <input type="button" value="Share"/>						
Aggregate		Unique Browsers	Change	Page Imp.		
<input checked="" type="checkbox"/>	<i>i</i> Market Aggregate	2,200,772	8.97	81,345,720		
Rank	X	Site	Publisher	Unique Browsers	Change	Page Imp.
1	<input type="checkbox"/>	<i>i</i> Hardwarezone.com	Hardware Zone	259,275	**	13,236,354
2	<input type="checkbox"/>	<i>i</i> singaporemirror.com	Singapore Mirror	124,880	8.22	734,519
3	<input type="checkbox"/>	<i>i</i> keeptouch.net	Keeptouch	76,727	18.68	1,295,185
4	<input type="checkbox"/>	<i>i</i> Fridae.com	Fridae	74,342	-6.33	10,936,167
5	<input type="checkbox"/>	<i>i</i> Hardwarezone.com/Classified	Hardware Zone	69,746		
6	<input type="checkbox"/>	<i>i</i> sony.com.sg	SONY	40,637		

Audit and Analytics by
Nielsen//NetRatings

ADVERTISING RATE CARD :: WWW.HARDWAREZONE.COM®

Our right mix of tech content with community services has created a vibrant community, consisting of IT enthusiasts, PMEBs. If you are looking for such an audience to target, look no further. With a wide range of marketing/advertising tools available at your disposal and with our dedicated media executives to plan out well-instrumented campaigns, you can be assured that your message will be conveyed effectively to the audience.

Text Advertising

Descriptions	Rate (per week)	
	SGD	USD
Homepage Feature	2,500	1,500
Promotional Feature###	1,800	1,090
Sponsored Text Links	500	

Valid in hardwarezone.com.sg, hardwarezone.com.my, hardwarezone.com.ph only

* Minimum buy of 1 week



The screenshot shows the HardwareZone website homepage. Three red arrows point to specific advertising areas:

- HOME PAGE FEATURE:** Points to the main content area featuring product listings like 'NVIDIA GeForce 8800', 'ASUS Eee PC 1000', and 'Sony Cyber-shot DCR-FX1000'.
- PROMOTIONAL FEATURE:** Points to a section titled 'PROMOTIONAL FEATURE' which includes a 'WIN Hotel Stays' contest and a 'bid new at ebay.com.sg' banner.
- SPONSORED TEXT LINKS:** Points to a section titled 'SPONSORED TEXT LINKS' containing several text-based advertisements for various products and services.

ADVERTISING RATE CARD :: WWW.HARDWAREZONE.COM®

Interactive Banners Advertising

Type	Ad Unit	Size	Rate (CPM)	
			SGD	USD
Homepages				
www.hardwarezone.com®##	Leaderboard	728x90	80	48
www.hardwarezone.com.sg##	Wide SkyScraper	160x600	80	48
www.hardwarezone.com.my##	Over The Page	-	100	60
www.hardwarezone.com.ph##				
www.hardwarezone.com.th##				
Channels				
Mainboard## Graphics##	Leaderboard	728x90	40	24
Mobile Computing## Optical Storage##	Wide SkyScraper	160x600	40	24
Storage##	Rectangle	300x100	30	18
Articles				
Available in WWW SG MY PH TH##				
MAINPAGE	Leaderboard	728x90	40	24
	Wide SkyScraper	160x600	40	24
CONTENT	Leaderboard	728x90	20	12
	Wide SkyScraper	160x600	20	12
News				
Available in WWW SG MY PH TH##				
MAINPAGE	Leaderboard	728x90	40	24
	Wide SkyScraper	160x600	40	24
CONTENT	Leaderboard	728x90	20	12
	Wide SkyScraper	160x600	20	12

Click to view the live site of the respective pages

Continued on next page

ADVERTISING RATE CARD :: WWW.HARDWAREZONE.COM®

Interactive Banners Advertising

Type	Ad Unit	Size	Rate (CPM)	
			SGD	USD
PriceGuides				
Available in SG MY PH TH##				
MAINPAGE	Leaderboard	728x90	40	24
	Wide SkyScraper	160x600	40	24
CONTENT	Leaderboard	160x600	20	12
	Wide SkyScraper	160x600	20	12
	Medium Rectangle	300x250	20	12
Classified				
Available in SG##				
MAINPAGE	Leaderboard	728x90	40	24
	Wide SkyScraper	160x600	40	24
CONTENT	Leaderboard	728x90	20	12
	Wide SkyScraper	160x600	20	12
	Small Rectangle	360x130	7	4
Forums				
Available in SG##				
MAINPAGE	Leaderboard	728x90	20	12
	Wide SkyScraper	160x600	20	12
CONTENT	Leaderboard	728x90	10	6
	Wide SkyScraper	160x600	10	6

Click to view the live site of the respective pages

* Minimum buy of SGD5,000, no more than 6 weeks

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Dedicated Newsletter (eDM)

What is it all about?	Rate (per broadcast)	
	SGD	USD
Dedicated, customized newsletter <ul style="list-style-type: none"> - Sent to 20,000 targeted opt-in www.hardwarezone.com® community - Instant brand/product awareness/exposure - Track open rate and click-through 	4,000	2,300

* Minimum buy of 10,000 emails



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Microsites/Advertorials

What is it all about?	Rate	
	SGD	USD
<p>Dedicated section within www.hardwarezone.com®</p> <ul style="list-style-type: none"> - 100% advertiser branded sub section housed under www.hardwarezone.com® - Instant brand/product awareness/exposure - Encompass entire suite of publicity mechanics for maximum reach, such as eDM, banners, sponsored text links and more! - Survey/contest component - Track total page and unique visits - Effective for product launches, educational guides 	<p>From 6,000</p>	<p>From 3,500</p>

* Minimum duration of 6 weeks

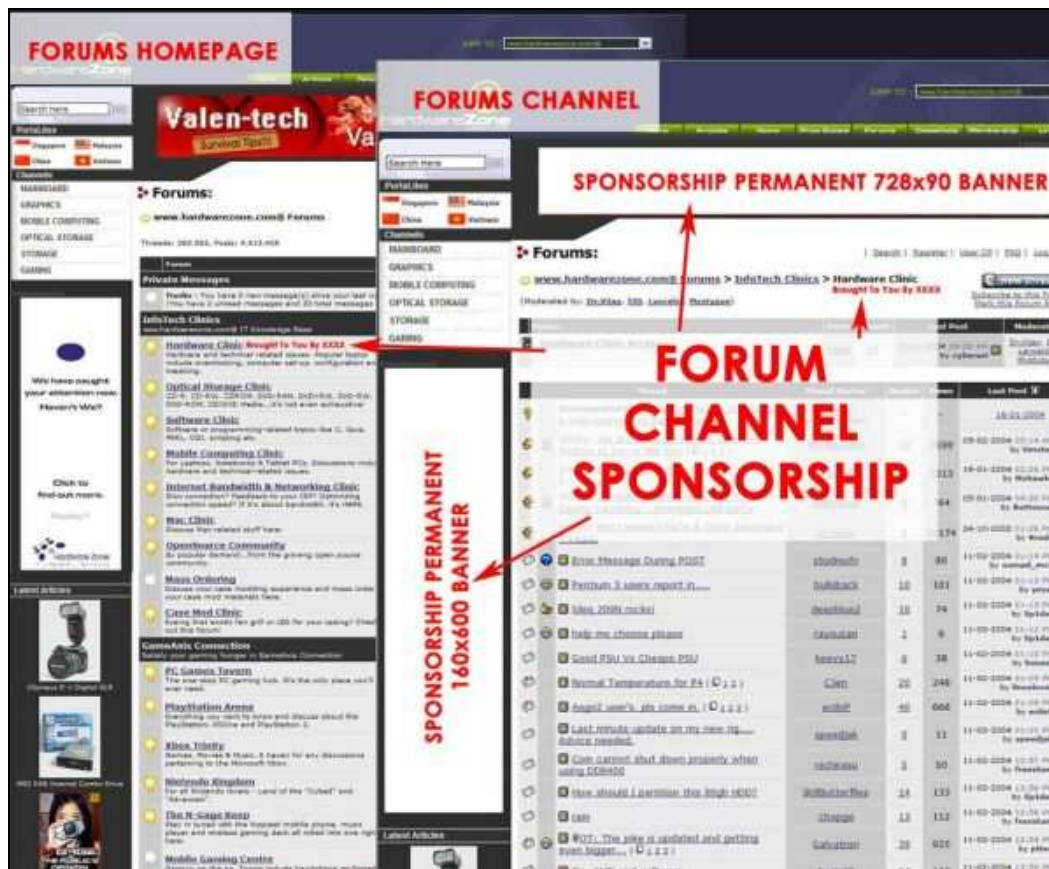


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Forum Sponsorship

What is it all about?	Rate (per mth/channel)	
	SGD	USD
Dedicated Forum Channel Sponsorship <ul style="list-style-type: none"> - Constant branding exposure to the community through a vibrant forum channel - Permanent branding banners at targeted forum channel - "Brought To You By YOUR BRAND" - 3 x Sticky threads for high visibility of threads - Effective for branding awareness marketing objective 	6,000	3,500

* Minimum buy of 2 months



We pride ourselves as THE effective channel for your marketing needs. With a vision to provide more value for you, we are constantly improving our marketing/advertising tools to ensure higher ROI.

Hesitate no more and contact us. Our friendly media executives will attend to you in the soonest possible time.

Correct as of 1st December 2005

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CONTACT INFORMATION :: WWW.HARDWAREZONE.COM®

Please feel free to contact us for any sales & editorial information.

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Alternatively, you may submit in your marketing/advertising enquiries
through our web form at

<http://advertising.hardwarezone.com/>

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