



# CNET

## Media Kit

2024

## Brand Mission

**YOUR GUIDE TO A BETTER FUTURE.**

**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.

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**

## 2024 Editorial Spotlight

Key CNET Moments and Partnership Opportunities

Q1

January

THE NEXT BIG THING

- ▶ **The Next Big Thing @ CES**
- ▶ **Cover Story:** 5 Ways AI in Us Already Transforming Our Lives in 2024
- ▶ **Key Events:** Samsung Galaxy Unpacked, Apple Vision Pro

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

Q2

April

CNET ZERO HEROES

- **CNET Zero 2024**
- **Cover Story:** Meet 3 Gen Z Entrepreneurs Changing America's Landscape to Help Save It

May

CNET'S GUIDE TO SUMMER

- **Cover Story:** Best Summer Ever: CNET Wellness Guide to a Healthy & Fun Season
- **Key Events:** Google IO
- **Gift Guide:** Mother's Day and Graduation

June

AI AND FUTURE TECH

- **Editors' Choice Q2**
- **Cover Story:** Rethinking Home Security (Biometric, Keyless)
- **Key Events:** Apple WWDC
- **Gift Guide:** Father's Day

Q3

July

DEALS

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

August

SOLAR MONTH

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

September

PHONES

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

Q4

October

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

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**



## 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
- 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:**

**US | UK | AUS | APAC**

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RED | VENTURES

# We Help People Discover & Decide

CNET

ZDNET

lonely planet

allconnect\*

Bankrate

MYMOVE™

saveonenergy

the POINTS GUY

Best Colleges

creditcards+com

SLUMBER YARD

218M

GLOBAL MONTHLY UVS

+1B

INTENT SIGNALS

+47M

SOCIAL FOOTPRINT



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