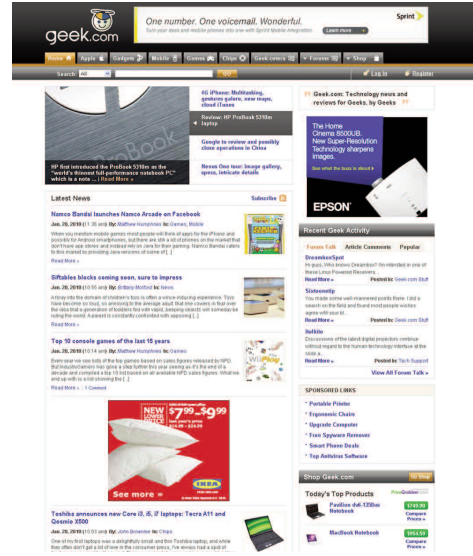




Geek.com, established in 1996, is a premium networking and resource site for technology enthusiasts and professionals. Our users are proud to be propeller-heads and they thrive on discussing the latest news and reviews about the hottest hardware and software. Geek.com members consider themselves opinion leaders and they eagerly rate, compare, and review products. Your ad will reach an audience of affluent online buyers who can make your products and services part of their conversation.



## Geek.com Statistics

### Site Traffic

- Visits: 1,776,717
- Unique Visits: 1,568,595
- Page Views: 2,598,035
- Registered members: 71,236+

Source: Google Analytics - January 2010

### Income and Spending

- 35% have annual income between \$50 and \$100,000; 15% earn more than \$100,000.
- 22% spend \$500-\$1000 and 20% spend more than \$2000 annually on personal technology and services.
- Nearly 70% purchase their technology from online websites.
- In the next 12 months 45% plan to purchase software, 41% plan to purchase a laptop, and 35% plan to buy a desktop computer.

Source: Geek.com survey

### Audience Profile

- Overwhelmingly male (86%).
- 61% are between ages 24 and 54.
- 36% consider themselves Advanced Geek, 31% as Intermediate Geek.
- 80% are most interested in personal computer systems and components.
- 51% are interested in digital photography.
- 53% are involved in technology purchasing decisions for their companies.

Source: Geek.com survey



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