COMPUTER SHOPPER AT-A-GLANCE

Rate Base:	500,000
Frequency:	Monthly
Circulation:	Paid
Established:	1978
Published by:	CNET Networks, Inc.
Circulation Audited by:	Audit Bureau of Circulation
Basic Annual Subscription Price:	$24.97
Cover Price:	$ 3.99
Web Site:	www.computershopper.com

WHY COMPUTER SHOPPER?

The technology industry has seen tremendous growth in the last decade — and that explosive growth has had a phenomenal impact on technology buyers and users, as well as businesses big and small. Industry forecasts show that technology spending will approach $1 trillion by the year 2004![1]

Despite this ever-changing climate, Computer Shopper magazine has maintained its core focus: to educate and empower our readers by providing them with the best advice on technology products and services — from what to buy, to where and how to buy it. It's a message we convey every issue with in-depth and authoritative editorial that's relevant, uncluttered and facilitates buying.

A Great Vehicle For Branding And Increasing Sales

Today, Computer Shopper is the trusted resource for many different types of buyers looking for quality technology — from the most proficient IT manager to the PC novice; from the small office and home office (SOHO) market to home and business influencers. This diverse readership has made Computer Shopper magazine the "one book buy" — a rare sales opportunity to reach all technology buyers within the pages of a single book! With an extensive reach of 3.67 million readers each month[2], Computer Shopper offers a huge cost savings in advertising — about half the cost of an ad with PC World or PC Magazine![3]
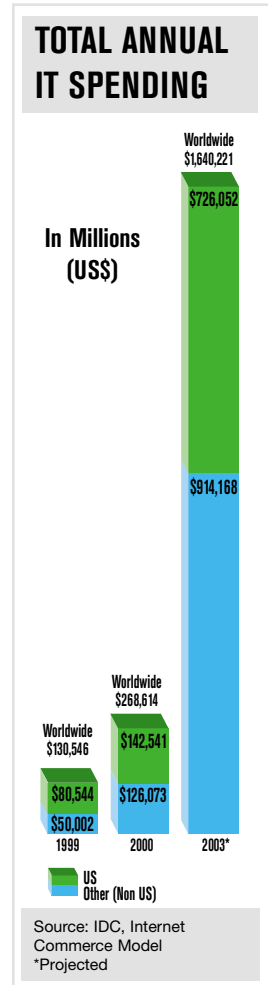
(See chart on next page)

We have the unique ability to influence active buyers at the most optimal time — when they are receptive to an advertiser's message. Our readers gather information on brands and products with Computer Shopper magazine in hand. Research confirms that this buying influence covers present and future purchases. Significantly, it is rooted in Computer Shopper's close relationship with the buyer at every stage of the purchasing process.

Computer Shopper's involvement in that process includes:
1) help in identifying the reader's purchasing needs,
2) user-friendly tools to research online and off, and
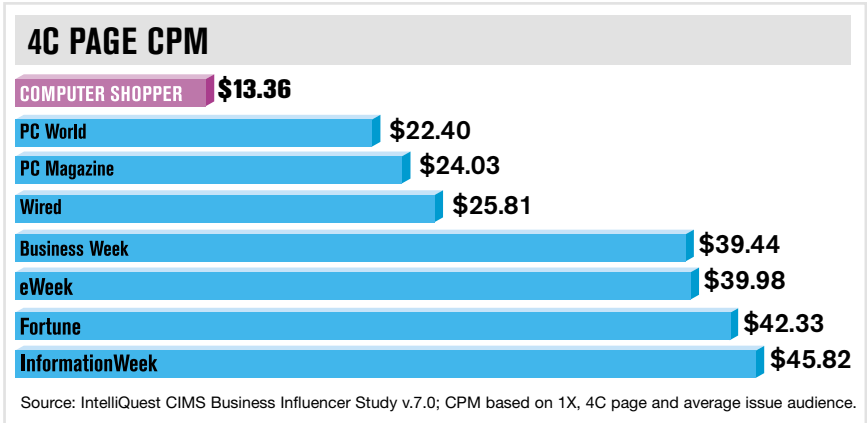3) advice that results in the right purchase for the reader, up to and including future upgrades.

Research shows that our readers remain open to other brands when looking to make a purchase. Many of them are influenced at the point of sale — in fact 73% went shopping with a particular brand in mind and then bought a different brand instead.[4] By providing editorial that is both informative and actionable for readers, measurable results are achieved for both vendors and buyers alike.

For over 10 years, Computer Shopper has been the #1-selling computer title on the newsstand, outselling Fortune, Forbes and Business Week combined.[5] With an enormous reach of 3.67 million readers every month, Computer Shopper provides solid lead generation and represents a unique opportunity for companies looking to achieve greater sales and increase their return on investment!

TOTAL ANNUAL IT SPENDING

In Millions (US$)

Worldwide $1,640,221
$726,052
$914,168

Worldwide $268,614
$142,541
$126,073

Worldwide $130,546
$80,544
$50,002

1999   2000   2003*

US
Other (Non US)

Source: IDC, Internet Commerce Model
*Projected

The Most Efficient Reach Among Business And Technology Titles

Computer Shopper offers the most efficient reach of all business and technology publications, with a $13.36, 4/C CPM to reach business influencers.

4C PAGE CPM

COMPUTER SHOPPER	**$13.36**
PC World	**$22.40**
PC Magazine	**$24.03**
Wired	**$25.81**
Business Week	**$39.44**
eWeek	**$39.98**
Fortune	**$42.33**
InformationWeek	**$45.82**

Source: IntelliQuest CIMS Business Influencer Study v.7.0; CPM based on 1X, 4C page and average issue audience.
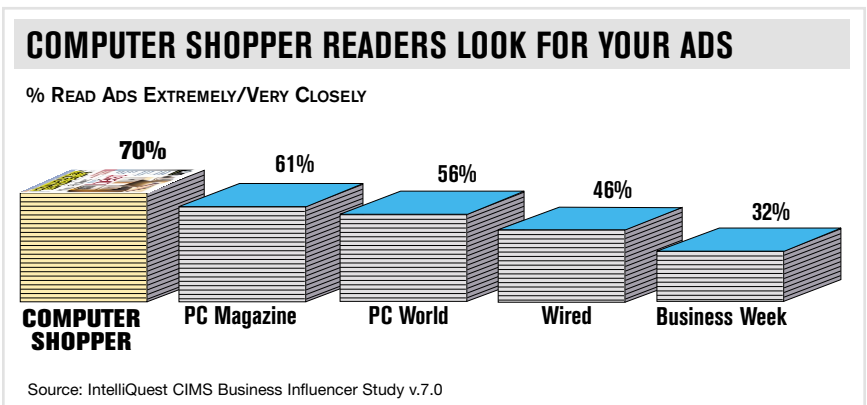
Our Readers Are The Best Buyers

Computer Shopper magazine is where the largest number of active buyers go to find the widest selection of vendors, products and brands each month. With a clear intent to purchase, our readers compile a list of vendors, brands and products, conduct further research online and offline, then complete the process with a purchase — 73% made an immediate purchase as a result of reading Computer Shopper![4]

Avid technology enthusiasts, Computer Shopper readers:

- are key business and home influencers with front-line responsibility for technology purchasing decisions
- are highly-educated, expert PC users
  (surpassing the readers of PC World, PC Magazine, Business 2.0 and Wired[6])
- have an average household income of $93,500[7]
- plan to spend $340,215 over the next 12 months for computer products[3]

> OUR READERS TAKE PRODUCT RESEARCH VERY SERIOUSLY—
> 70% READ THE ADS IN COMPUTER SHOPPER EXTREMELY/VERY CLOSELY—
> MORE CLOSELY THAN ANY OTHER COMPUTER OR BUSINESS TITLE!

COMPUTER SHOPPER READERS LOOK FOR YOUR ADS

% Read Ads Extremely/Very Closely

COMPUTER SHOPPER	PC Magazine	PC World	Wired	Business Week
70%	61%	56%	46%	32%

Source: IntelliQuest CIMS Business Influencer Study v.7.0

Proactive And Illuminating Editorial

Computer Shopper makes technology buying easy for everyone, from the first-time buyer to the industry expert. The magazine's editorial is designed to empower the reader in the decision-making process. Product reviews (averaging 75 each month!), in-depth analysis and feature articles advance a very simple objective: to help buyers shop for technology products — online and off. The opportunity to connect with these buyers is huge. More consumers report that they purchase products as a direct result of magazine advertising than any other media measured.[4] In addition, they consider magazines to be the most "personal" and "relevant" medium![8] Computer Shopper magazine takes full advantage of this dynamic by creating editorial that's both instructive and user-friendly.

Computer Shopper shows readers what, where and how to buy with the aid of special web-buying tools and extensive editorial resources—from ZDNet's Price-It! tool, online information "hubs," and Best Buy awards, to Computer Shopper's featured Site of the Month!

- ZDNet's "Price-It!" codes deliver instant price updates. Every product review in the magazine includes a code

12345 = ZDNet Price It!™

For real-time pricing, go to *priceit.zdnet.com* and enter number.

number that lets readers log onto ZDNet and get a real-time list of vendors, pricing and availability. Readers just go online to priceit.zdnet.com and enter the appropriate code number.

- ZDNet's online "Hubs" provide supplemental information, via

ZDNet For additional downloads, go to our Downloads Hub at **computershopper.zdnet.com/downloads**

designated companion sites to stories in the magazine. Our readers can find pointers to these hubs at the bottom of featured product roundups, stand-alone reviews, Help & How-to stories, and articles related to downloads.

  1. The Reviews Hub provides expanded coverage for every review, including additional specs and benchmarks, end-user ratings, and links to real-time pricing and buying sites.

  2. The Help Hub expands on our Help & How-To section with related articles and utilities to help you repair, update, and upgrade your system.

  3. The Downloads Hub offers a central place to access every download in the magazine—and to locate more.

- ZDNet's "Best Buy" Award merges our editors' choice awards with those on ZDNet Reviews. Now the Best Buys are selected by even more experts—both Computer Shopper and ZDNet editors—who've had hands-on experience with the products, yielding expanded comparisons among a greater selection of products.

ZDNet BEST BUY

- Computer Shopper's "Site of the Month" recognizes sites that offer unique, outstanding, or useful services and/or shopping experiences to technology-savvy buyers. Factors considered in site selection include the quality of the experience when using the site, ease of use, overall design and reliability. Editors and readers submit nominees.

COMPUTER SHOPPER site OF THE month

By working hand-in-hand with ZDNet, Computer Shopper offers features and content no other magazine can provide!

2001 SPECIAL ISSUES

Each Guide Offers:

■ In-depth buying advice for each product category

■ A resource guide for fast access to vendors and services

■ Buying strategies and how-to's

■ Technology forecasts

College Buying Guide

The Guide helps graduating high-school students and their parents make important product buying decisions — from how and where to buy the best notebook, desktop or cell phone to getting the right software that perfectly suits their needs. With product reviews and buying tips, the Guide is the perfect vehicle to get an advertiser's product message in front of this highly sought after demographic. It is an unprecedented opportunity to establish brand preference among this group and influence immediate as well as future purchasing habits.

The College Buying Guide is mailed to:

■ 100% college-bound seniors

■ 83% mail order buyers

■ approximately 50% male / 50% female

Holiday Gift Guide

Computer Shopper's Holiday Gift Guide is mailed to 800,000 households and is the best place for you to build incremental sales during the busiest buying season of the year. Shipping in the middle of November and arriving just before Thanksgiving, your ad will reach buyers who are eager to learn about the best places to buy. From online buying secrets to the best Web buying sites, the Holiday Gift Guide provides shoppers with actionable information, delivered by Computer Shopper's expert editors.

The Holiday Gift Guide is mailed to online buyers:

■ approximately 50% male/50% female

■ Minimum household income of $50K

■ Have made an online purchase in the past 12 months

UNIQUE STRENGTHS

CNET Networks

As a division of CNET Networks, Computer Shopper magazine has even more opportunities to deliver unparalleled technology shopping advice with the two top technology information sites — CNET.com and ZDNet.com — at our side. A top 10 Internet company with operations in 23 countries and 16 languages, CNET Networks is the global source of technology and commerce-related information, data, exchanges and services, with an average of 24 million unique users worldwide each month![9]

Computer Shopper magazine brings over 20 years of publishing experience to this impressive, wholly-unique information exchange. As the leading commerce marketplace for active buyers, we follow a proven formula for continued success: a mission to empower technology buyers with the knowledge necessary to make informed product-purchasing decisions — with information on how to buy, what to buy and where to buy it. As a result, commerce leaders and technology-enthusiasts continue to rely on Computer Shopper to keep them ahead of the technology curve!

Footnotes:

[1] IDC 2000

[2] MRI, Fall 2000

[3] IntelliQuest CIMS Business Influencer Study v.7.0

[4] 2000 Subscriber/Newsstand Study

[5] Audit Bureau of Circulation, for 6 months ended June 2000

[6] IntelliQuest CIMS Business/Home Influencer Study v.7.0

[7] 2000 Lifestyle and Usage Study

[8] Media Choices 2000: A Multimedia Involvement Study from Erdos and Morgan

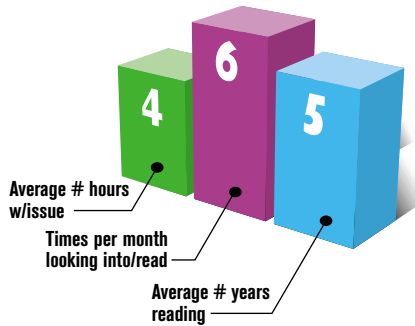[9] Media Metrix

Reader Profile

Computer Shopper reaches millions of PC proficient active buyers with every issue.

TOTAL REACH

Reach
3.67 million Readers

Source: MRI, Fall 2000

EXTREMELY INVOLVED

- 4 — Average # hours w/issue
- 6 — Times per month looking into/read
- 5 — Average # years reading

Source: 2000 Subscriber/Newsstand Study

DEMOGRAPHICS

Average age*
44

Average HHI**
$93,500

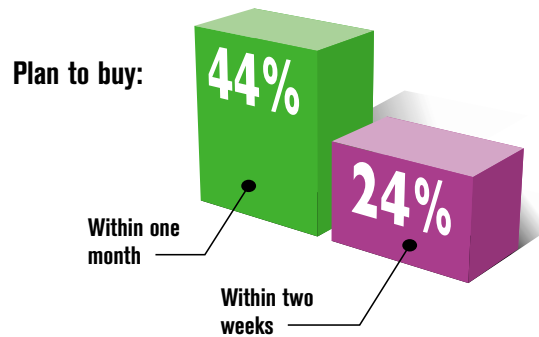Make buying decision for*
63
other users (average)

Source: *2000 Subscriber/Newsstand Study
**2000 Lifestyle and Usage Study

COMPANY SIZE

- **31%** 1-99 Employees
- **25%** 100-999 Employees
- **27%** 1,000-9,999 Employees
- **17%** 10,000 Employees or more
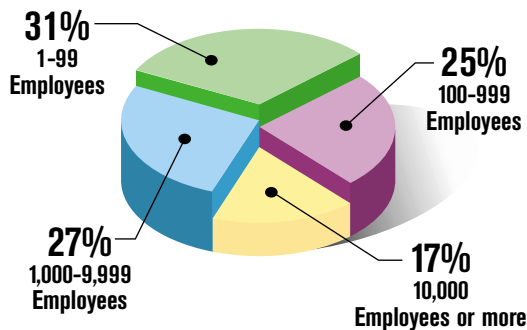
Source: IntelliQuest CIMS Business Influencer Study v.7.0

IMMEDIATE BUYING PLANS

Plan to buy:
- **44%** Within one month
- **24%** Within two weeks
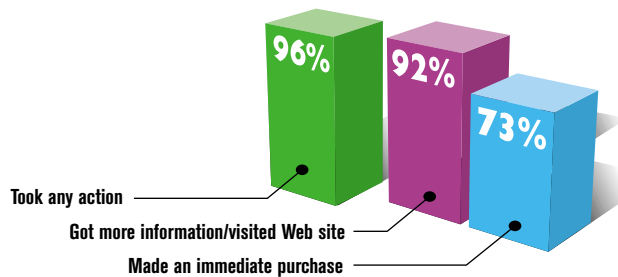
Source: 2000 Subscriber/Newsstand Study

ACTION ORIENTED

As a result of reading Computer Shopper, percent of readers who:

- **96%** Took any action
- **92%** Got more information/visited Web site
- **73%** Made an immediate purchase

Source: 2000 Subscriber/Newsstand Study

ACTIVE INTERNET SHOPPERS

Percent of readers who go online to:

- **88%** Buy/Obtain info about computer products and services
- **84%** Obtain Info
- **75%** Buy computer products/services
- **72%** Buy other products/services
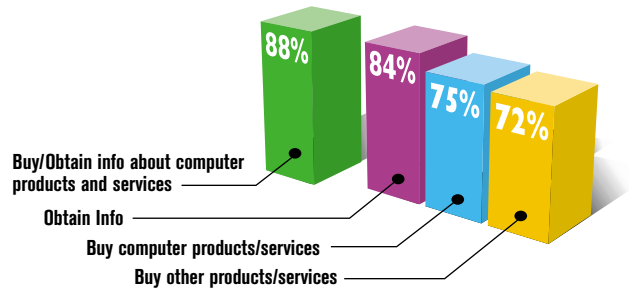
Source: 2000 Subscriber/Newsstand Study

COMPUTER SHOPPER
www.computershopper.com

For more information, contact your account representative or
call 800-999-7467

ZDNet®

Our expert staff of technology editors help readers cut through the technology–buying clutter—online and off—with information and advice on what to buy, where to buy it, and how to buy it!

PREMIER

From the Editor – Each month editor-in-chief Janice Chen previews highlights of the issue, linking them to technology and market trends affecting buyers.

Feedback – The letters section offers comments and questions from readers.

News – In the emerging e-commerce economy, new developments may shake the foundation. We spotlight the hottest trends driving technology and Web buying, with lively writing and visual appeals. Includes Net Now (news and trends) and Value Line (PC and notebook pricing trends). Hot Gear, the second half of News, offers photos and descriptions of the latest in high-tech, from wireless PDAs to portable MP3 players.

Best Buys – The greatest we've seen. Products listed here have been selected by our editors as offering the best technology and value of all reviewed by us in recent months.

Opinions – Industry experts John Blackford, Michael Slater, Jim O'Brien, and John Dvorak share views on the changing marketplace, chip technology, e-commerce, and coming trends.

Reviews – Individual reviews of the latest items, including PC Systems, Mobile Products, Peripherals, Components, Software & Services, and Games.

Features – Including feature stories, special reports, product-comparison roundups, Shopper's Guides, and e-shopping features (for PC products as well as topics such as Travel, Finance, Gear, Auto Buying, Real Estate, and Electronics).

Web Buyer

Shopping This Month on the Web – A topical page covering subjects of monthly or seasonal interests, such as using the Web to keep your New Year's resolutions, last-minute holiday shopping sites, and spring cleaning for your PC.

Site Reviews – Reviews and descriptions of the best commerce sites around. Covers PC shopping sites, PC direct-vendor sites, Software sites, PC Resources and changing topics such as online photofinishers, and custom music CD sites. Includes a site of the month award.

Business Buyer

News – e-business trends

e–Services and Tools – We show how to make the Web work for your business by outlining the sites offering the best Web-based services.

NetWorkable – Issues affecting Web commerce, from site-deployment strategies to managing intranets and firewalls.

Building Your Business – We describe a specific commerce project each month that can be used by anyone from a small-business Web developer to an international firm seeking better results from its commerce site.

GENERAL

Help & How-to
The Hard Edge – Alice Hill and Bill O'Brien cast a cool eye on a range of high-tech foibles, sharing their insights from the Lab of Doom and Pepsi-Cola.

Tune-Up – Readers love to tinker; so we cobble together an upgrade project each month, with clear photos of every step. Includes extensive links and pointers to Web resources helpful to the month's projects.

Alfred Poor's Computer Cures – Our resident expert responds to readers' PC questions on a range of arcane subjects, from solving driver problems, graphics and audio glitches, to righting motherboard and chipset incompatibilities.

Buying Advisor – Each month we go shopping for one reader's perfect product, and tell the tale of the search. We also deliver the latest Web-buying tips and techniques.

Reference
Product Index – The essential guide to advertisers' products, with easy access to any product category and Web-friendly links.

Also

ZDNet Price It! – From any desktop Web browser or Web-enabled phone, get real-time pricing and availability for any product reviewed in the magazine.

Expanded Coverage Links – Links from reviews, downloads, and help and how-to articles inside the magazine to expanded coverage on ZDNet.

April 2001

REVIEW FEATURES:

Grand Desktops: PCs for Under $1,000

Progress may have a price, but as far as PCs are concerned, that price keeps getting lower. This month we survey the desktop field to find the best systems priced under $1,000.
Contact: Steve Schwartz, Senior Editor

Picture Perfect: Photo Inkjet Printers

It seems that each generation of photo inkjet printers sets new standards for quality and affordability. We'll give you the photo finish on today's most popular photo printers.
Contact: Steve Schwartz, Senior Editor

Home Photo-Editing Software

Between digital cameras, photo disks, and scanners, snapshots today are as likely to be pixels as paper. Editing options abound–we take a look at the software that lets you airbrush, crop, adjust, sharpen, and otherwise fix your photos.
Contact: Kiersten Conner-Sax, Staff Editor

SHOPPER'S GUIDE

Budget PC Guide

Here's what you need to know to sum up the sustainability of a desktop system. Though this overview accompanies this month's under $1000 PC story, it's designed to be helpful as you shop for any caliber of system.
Contact: Brian Bennett, Assistant Editor

WEB FEATURES

Shopping Portals for Technology

We present a tour of the best sites for buying technology products, whether you're shopping for a new printer cable or the latest PDA.
Contact: Rik Fairlie, Executive Editor

Travel: Off the Beaten Path

Online travel shoppers have scores of new sites and technologies at their fingertips, enabling them to do everything from reserve golf tee times to bid on cruises at auction.
Contact: Rik Fairlie, Executive Editor

BUSINESS BUYER

Project Planners

Stay on top of all the details with these project-planning tools.
Contact: Nancy A. Lang, Senior Editor

Help Wanted

The new way to find great help is via the Internet. Here are some of the best sites for finding qualified job seekers.
Contact: Nancy A. Lang, Senior Editor

Going Wireless

A wireless network has many advantages. Here's what it takes to set one up.
Contact: Nancy A. Lang, Senior Editor

Beyond the OS

Here's a look at the latest in Linux application software.
Contact: Nancy A. Lang, Senior Editor

May 2001

REVIEW FEATURES

The Digital Datebook: PDAs

For millions of people on the move, the PDA has become a pocket map to daily life. If you're still jotting down notes on your desk calendar, you can't afford to miss this roundup.
Contact: Steve Schwartz, Senior Editor

The Gentle Surf: Web Appliances

There's more than one way to get on the Internet, and the new breed of Web appliances takes the easiest approach yet. We'll tell you everything you need to know about these simple, handy devices.
Contact: Steve Schwartz, Senior Editor

The Best Palm Applications

What are the best applications for your Palm? Which games, dictionaries, document readers, database managers, spreadsheets, date books, to-do lists, and image viewers are the ones you can't do without? We'll tell you.
Contact: Kiersten Conner-Sax, Staff Editor

SHOPPER'S GUIDE

Optical Drives (CD-RW, DVD-RAM)

For serious storage–read-only or read/write–your best bet is probably a member of the optical-drive family. But things can get complicated from there, as you must sort through the pros and cons of CD-R, CD-RW, DVD-RAM, DVD-RW, and MO drives. This month's guide will help you do that.
Contact: Brian Bennett, Assistant Editor

Please note topics are subject to change

May 2001 (cont'd)

WEB FEATURES

PC Vendor Stores

Need help navigating PC-manufacturer sites? We take a look at the major vendors' e-stores to give you an overview of the easiest way to configure a custom system.
Contact: Rik Fairlie, Executive Editor

Shopping Made Simple

Digital wallets store personal information such as passwords, shipping addresses, and credit-card information, and apply this data to forms when you're shopping online. We present an in-depth look at how they work and what they can do for you.
Contact: Rik Fairlie, Executive Editor

BUSINESS BUYER

The Internet's Calling

Save a bundle on long-distance charges with these Internet phone services.
Contact: Nancy A. Lang, Senior Editor

Bull's Eye Marketing

Do you know who your customers are? Here are some ways to find out who they are and how to reach them.
Contact: Nancy A. Lang, Senior Editor

Cloning in the Workplace

Desktop-replicating software lets you recreate what's on a user's PC without hassle.
Contact: Nancy A. Lang, Senior Editor

Cross-Platform File Sharing

Art staff on one platform, clerical staff on another? Here's how to provide easy file access to all.
Contact: Nancy A. Lang, Senior Editor

June 2001

REVIEW FEATURES

Desktop Décor: Stylish Space-Saving PCs

If you think boring beige is your only choice in a home PC, think again. This month's selection of desktops not only offers good performance, but good taste as well.
Contact: Steve Schwartz, Senior Editor

To Protect and Serve: Residential Gateways

Not only do residential gateways offer maximum security for an always-on Internet connection, but it also extends that protection to every system on your home or office network. This roundup will compare the latest offerings in this important new category.
Contact: Steve Schwartz, Senior Editor

Personal Firewalls

Even if you've got a dial-up connection, your computer is vulnerable to hackers looking for extra processing power–or your personal data. Those who are constantly connected to the Internet are in even more danger. Learn what a personal firewall is, why you need one, and which one is the best for you.
Contact: Kiersten Conner-Sax, Staff Editor

SHOPPER'S GUIDE

CPU Upgrades

If you've got a system that's lagging, a CPU upgrade may be just the shot in the arm it needs to come up to speed. Find out which processors can be upgraded and to what degree in our Guide.
Contact: Brian Bennett, Assistant Editor

WEB FEATURES

M-Commerce Portals

With the proliferation of PDAs and the promise of WAP phones, new "mobile commerce" portals help you stay connected, shop, and conduct business–all without a PC.
Contact: Rik Fairlie, Executive Editor

The Well-Connected Home

The day your fridge strikes up a conversation with your PC may not be too far off. We look to the future to see how new technologies will make it possible to connect all the devices in your home, and how that could make life easier.
Contact: Rik Fairlie, Executive Editor

BUSINESS BUYER

Get a Plan

Online tools to help you create an effective business plan.
Contact: Nancy A. Lang, Senior Editor

It's Not Spam

Effective opt-in e-mail programs give customers what they're asking for.
Contact: Nancy A. Lang, Senior Editor

Crash-Proof Users' PCs

Here are some apps that keep users' PCs up and running.
Contact: Nancy A. Lang, Senior Editor

Pint-Size Linux Devices

Here's a look at the benefits of some PDAs that run Linux.
Contact: Nancy A. Lang, Senior Editor

Please note topics are subject to change

FOR EDITORIAL REVIEWS:

Send new product releases and other press releases to the appropriate editor listed below. (For all releases, please include a photo or transparency if applicable; for software releases, please include two unopened, shrink-wrapped copies). Press releases may also be faxed to the attention of the appropriate editor at (212) 503-3995.

Please note that we cannot guarantee reviews of unsolicited products.

EDITORIAL CONTACTS AND THEIR CORRESPONDING SECTION:

Editor-in-Chief
Janice Chen

News
Kiersten Conner-Sax

Best Buys
Steve Schwartz

Opinions
Nancy Lang

REVIEWS

PC Products
Steve Schwartz

Mobile Reviews
Brian Bennett

Software Reviews
Kiersten Conner-Sax

Web Services
Kiersten Conner-Sax

Games
Steve Schwartz

FEATURES

Shopper's Guides
Adam Fisher

Web Features
Kiersten Conner-Sax
Nancy Lang

ROUNDUPS

PC Products
Steve Schwartz

Mobile
Steve Schwartz

Hardware
Steve Schwartz

Software
Kiersten Conner-Sax

Hot Gear
Brian Bennett

WEB BUYER

Site Reviews
Wendy Sheehan

BUSINESS BUYER

News
Nancy Lang

e-Services and Tools
Wendy Sheehan

Networkable
Nancy Lang

Building Your Business
Nancy Lang

HELP & HOW-TO

The Hard Edge
Nancy Lang

Tune-Up
Brian Bennett

Alfred Poor's Computer Cures
Brian Bennett

Buying Advisor
Rik Fairlie

Active Online Buyers

Computer Shopper is the most efficient way to reach online buyers.

The Internet's effect on technology buying is staggering. Online revenues are increasing exponentially as increasing numbers of buyers recognize the advantages of a globally connected marketplace. Only Computer Shopper delivers readers and buyers with exceptionally high online purchasing power!
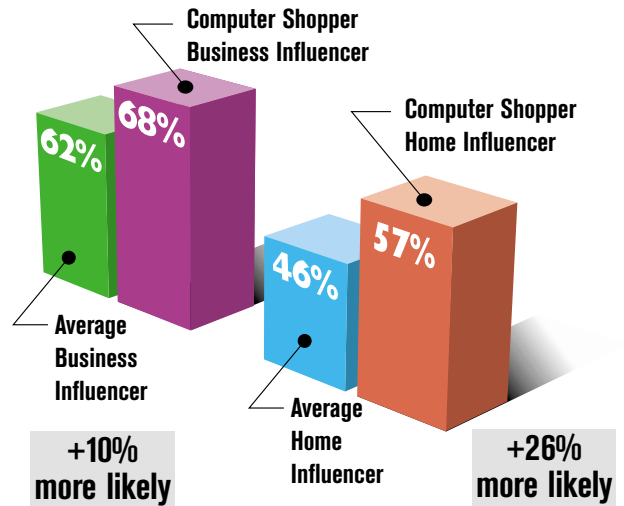
ONLINE TECHNOLOGY BUYERS

TARGET: PURCHASED TECHNOLOGY PRODUCTS ONLINE IN THE PAST 3 MONTHS

Magazine	% Composition	4C-CPM*
Computer Shopper	40	$33.30
PC Magazine	40	$59.40
Wired	40	$63.93
PC World	37	$59.88
Business Week	30	$132.19

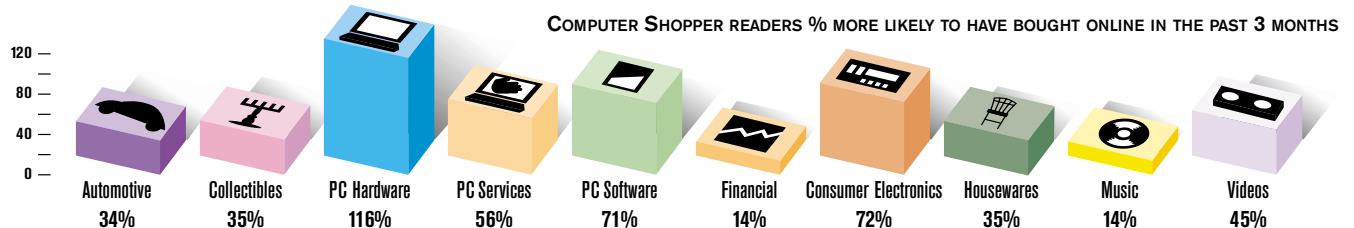Source: IntelliQuest CIMS Business Influencer Study v.7.0

MORE LIKELY TO PURCHASE ONLINE

COMPUTER SHOPPER READERS ARE MUCH MORE LIKELY THAN THE AVERAGE INFLUENCER TO HAVE BOUGHT ONLINE IN THE PAST 3 MONTHS.

Computer Shopper Business Influencer — 68%
Average Business Influencer — 62%
Computer Shopper Home Influencer — 57%
Average Home Influencer — 46%

+10% more likely

+26% more likely

Source: IntelliQuest CIMS Business and Home Influencer Studies v.7.0

COMPUTER SHOPPER BUSINESS INFLUENCERS vs. AVERAGE BUSINESS INFLUENCERS

COMPUTER SHOPPER READERS % MORE LIKELY TO HAVE BOUGHT ONLINE IN THE PAST 3 MONTHS

Automotive	Collectibles	PC Hardware	PC Services	PC Software	Financial	Consumer Electronics	Housewares	Music	Videos
34%	35%	116%	56%	71%	14%	72%	35%	14%	45%

Source: IntelliQuest CIMS Business Influencer Study v.7.0

INDEX- *the percentage above or below the national average — a percent in relation to a norm of 100%*

COMPUTER SHOPPER HOME INFLUENCERS vs. AVERAGE HOME INFLUENCERS

COMPUTER SHOPPER READERS % MORE LIKELY TO HAVE BOUGHT ONLINE IN THE PAST 3 MONTHS

Books	PC Hardware	PC Software	Consumer Electronics	Financial	Music	Travel	Toys & Games	Videos
37%	153%	107%	88%	63%	27%	11%	71%	84%
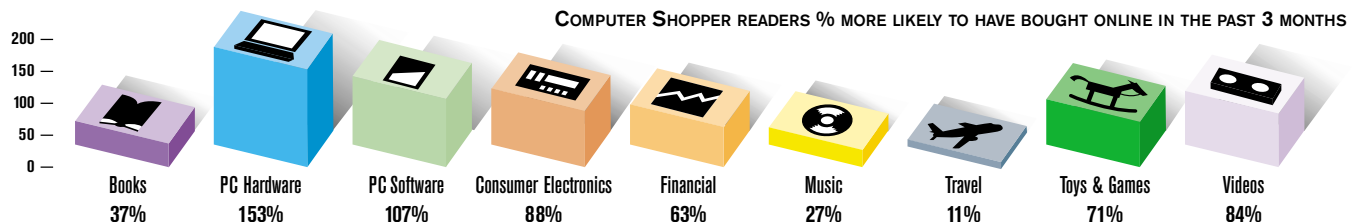
Source: IntelliQuest CIMS Home Influencer Study v.7.0

Active Computer Buyers

Get results with active buyers of PC products who spend heavily and purchase in large quantities!

Our readers gather information found in Computer Shopper for their future purchases. These readers spend heavily and purchase large quantities of products and services. Their purchasing habits prove that they are active computer buyers!

Computer Shopper readers will spend an average of $340,215 on various computer products.

In the next 12 months, Computer Shopper readers plan to spend an average of $340,215 on computer products and services. An impressive 98% of them plan to purchase an array of computer-related products for their organization and/or household.

Source: IntelliQuest CIMS Business Influencer Study v.7.0

COMPUTER SHOPPER READERS: WHAT THEY PLAN TO BUY

	Total
Peripherals	85%
Software	78%
Service/Supplies	82%
Monitors	63%
Printers	57%

Source: 2000 Computer Shopper Subscriber/Newsstand Study

INVOLVED IN THE PURCHASE OF COMPUTER SYSTEMS

	% Composition	4C-CPM
Computer Shopper	90.9%	$14.70
PC Magazine	89.7%	$26.78
PC World	89.7%	$24.98
Wired	89.3%	$28.89
Business Week	87.6%	$45.02

Source: IntelliQuest CIMS Business Influencer Study v.7.0

PLAN TO PURCHASE ANY DESKTOP/PC IN THE NEXT 12 MONTHS

	% Composition	4C-CPM
Computer Shopper	60.9%	$21.94
PC Magazine	56.8%	$42.32
Wired	56.4%	$45.77
PC World	52.1%	$42.99
Business Week	43.4%	$90.91

Source: IntelliQuest CIMS Business Influencer Study v.7.0

Our active buyers use Computer Shopper as their #1 source to research and identify products to buy. Be sure you make their "short list"!

PURCHASE PROCESS: INFORMATION SOURCES USED

	Any Purchase Processing Step	Recognizing/ Identifying Need for Products	Creating a Short List of Vendors for Purchase
Computer Shopper magazine	97%	72%	85%
Other computer magazines	65%	51%	33%
Individual vendor Web sites	61%	26%	38%
Other shopping Web sites	46%	26%	36%
Non-computer magazines	17%	11%	5%
Television advertisements	12%	10%	2%

Source: 2000 Computer Shopper Subscriber/Newsstand Study

Advertising in Computer Shopper delivers active buyers to your Web site. Drive the traffic that gives you results!

Drive sales and Web traffic by advertising in Computer Shopper!

Of all the ways to drive potential buyers to your Web site, print is the most efficient way to get your message and your URL in the hands of savvy buyers, with immediate purchase needs. Want to experience a growth in your profits? Let us help you drive traffic that will give you results!

Advertising in Computer Shopper drives sales and Web traffic. Computer Shopper was our readers most widely used source for evaluating, researching or specifying products/brands (89%), surpassing other computer magazines by 62%.*

*Source: 2000 Computer Shopper Subscriber/Newsstand Study

Drives Decisions:
85% use Computer Shopper to build a short list of vendors to investigate on the Web.

Drives Traffic:
After seeing an ad in Computer Shopper, almost 8 in 10 (77%) visited a product vendor's Web site. 47% of our readers read Computer Shopper in order to find out about Web sites to purchase products.
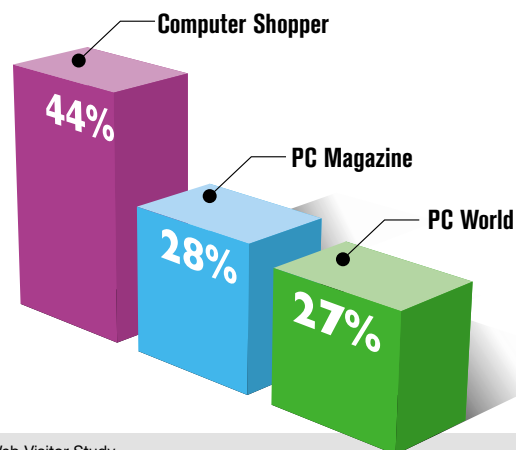
Drives Commerce:
After seeing an ad in Computer Shopper, 73% made a purchase.

Source: 2000 Computer Shopper Subscriber/Newsstand Study

#1 SOURCE: COMPUTER SHOPPER

COMPUTER PUBLICATIONS WERE THE #1 DRIVER TO A PRINT ADVERTISER'S WEB SITE. 44% OF THESE VISITORS FIRST HEARD OF THE ADVERTISER IN COMPUTER SHOPPER.

Computer Shopper — 44%
PC Magazine — 28%
PC World — 27%

Source: Web Visitor Study

ADS AND ARTICLES DRIVE TRAFFIC

COMPUTER PUBLICATIONS WERE THE LEADING GENERATOR OF TRAFFIC TO AN ADVERTISER'S WEB SITE. 34% OF THIS TRAFFIC WAS DRIVEN BY AN AD OR ARTICLE IN COMPUTER SHOPPER.

Computer Shopper — 34%
PC World — 24%
PC Magazine — 12%
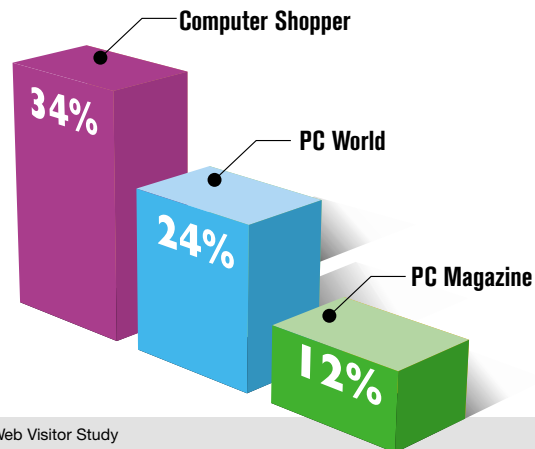
Source: Web Visitor Study

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For more information, contact your account representative or
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Computer Shopper reaches highly influential, big-ticket purchasers across all company sizes.

ENORMOUS INFLUENCE

Among these corporate buyers, Computer Shopper's audience has purchase involvement for technology products that is far-reaching:

- 93% provide advice to others on computer product purchase decisions.

- 44% make purchase decisions for any computer product that affects their entire company or entire division.

- 66% of Computer Shopper's readers make purchasing decisions for others in their organization.

- Average number of people they make decisions for: 63.

HEAVILY INVOLVED

Computer Shopper's corporate audience is heavily involved in the purchase of computer-related products:

- 75% determine the need for computer-related products.

- 87% of Computer Shopper readers recommend products and/or brands of computer–related products.

MASSIVE SPENDING

Computer Shopper's corporate audience plans to spend heavily in the next 12 months:

- On average, they plan to spend $340,215 on computer-related products and services with service and support.

- On average, they plan to spend $275,884 on computer-related products and services without service and support.

Source: IntelliQuest CIMS Business Influencer Study v.7.0

COMPUTER SHOPPER READERS ARE HEAVILY INVOLVED IN PURCHASING DECISIONS

	Computer Shopper	PC Magazine	PC World	Wired
Evaluate/Specify Products for Purchase	**83%**	84%	87%	81%
Recommend Products/Brands	**87%**	83%	83%	81%
Evaluate/Specify Brands	**83%**	84%	81%	87%
Evaluate/Specify Where to Buy	**67%**	67%	65%	64%

Source: IntelliQuest CIMS Business Influencer Study v.7.0

SNAPSHOT OF READERS' COMPANIES: COMPANY SIZE

31% 1-99 Employees

27% 1,000-9,999 Employees

17% 10,000+ Employees

25% 100-999 Employees
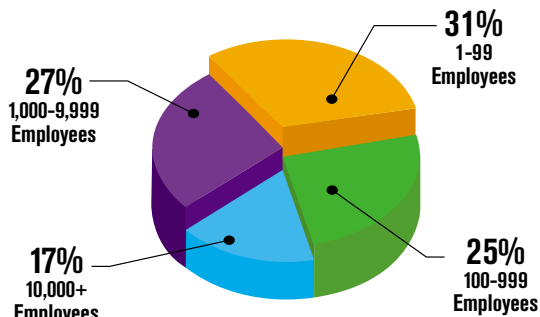
Source: IntelliQuest CIMS Business Influencer Study v.7.0

SNAPSHOT OF READERS' COMPANIES: SALES REVENUE
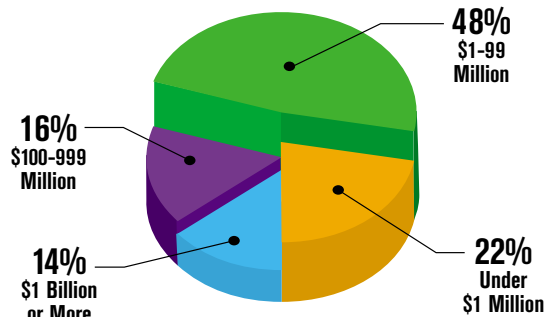
48% $1-99 Million

16% $100-999 Million

14% $1 Billion or More

22% Under $1 Million

Source: IntelliQuest CIMS Business Influencer Study v.7.0

AD CLOSE DATES

Each month, 3.67 million* readers are waiting to see your products and services in Computer Shopper.

	Issue Month	Ad Close Date	Ad Material Due	Showcase Material Due	On Sale Date
2001	Jan	11/07/00	11/08/00	11/03/00	12/19/00
	Feb	12/12/00	12/13/00	12/08/00	01/16/01
	Mar	01/09/01	01/10/01	01/09/01	02/20/01
	Apr	02/06/01	02/07/01	02/06/01	03/20/01
	May	03/06/01	03/07/01	03/06/01	04/17/01
	Jun	04/10/01	04/11/01	04/10/01	05/22/01
	Jul	05/08/01	05/09/01	05/08/01	06/19/01
	Aug	06/05/01	06/06/01	06/05/01	07/17/01
	Sep	07/10/01	07/11/01	07/10/01	08/21/01
	Oct	08/07/01	08/08/01	08/07/01	09/18/01
	Nov	09/04/01	09/05/01	09/04/01	10/16/01
	Dec	10/05/01	10/10/01	10/05/01	11/20/01
2002	Jan	11/06/01	11/07/01	11/06/01	12/18/01
	Feb	12/11/01	12/12/01	12/11/01	01/23/02

Source: MRI, Fall 2000

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PREMIERE I & III

Volume Page Rates	Black and White			Two Color			Four Color		
	1 Issue	6 Issues	12 Issues	1 Issue	6 Issues	12 Issues	1 Issue	6 Issues	12 Issues
Open	27,420	26,060	24,700	29,715	28,355	26,995	31,595	30,235	28,870
12	27,220	25,860	24,500	29,515	28,155	26,795	31,395	30,035	28,670
18	26,635	25,305	23,975	28,930	27,600	26,270	30,810	29,480	28,145
24	26,050	24,750	23,445	28,345	27,045	25,740	30,220	28,920	27,615
36	24,825	23,585	22,340	27,120	25,880	24,635	28,995	27,755	26,515
48	23,710	22,525	21,340	26,005	24,820	23,635	27,885	26,695	25,515
60	22,865	21,725	20,575	25,160	24,020	22,870	27,040	25,900	24,750
72	22,325	21,200	20,090	24,620	23,495	22,385	26,500	25,375	24,260
84	22,055	20,945	19,845	24,350	23,240	22,140	26,225	25,120	24,015
96	21,530	20,460	19,380	23,825	22,755	21,675	25,700	24,630	23,550
108	21,360	20,285	19,220	23,665	22,590	21,525	25,555	24,480	23,415
120	21,210	20,145	19,085	23,530	22,465	21,400	25,425	24,360	23,295
2/3 Page	20,565	19,545	18,525	23,030	21,975	20,920	25,275	24,190	23,095
1/2 Page	17,355	16,475	15,610	20,080	19,210	18,345	22,260	21,375	20,500
1/3 Page*	11,925	11,330	10,730	14,900	14,300	13,700	17,230	16,620	16,005

Cover (Non-Commissionable)   Cover 2 Gatefold: 3 Pages @ Earned 4-Color Page Level +30%
Back Cover Gatefold: 4 Pages @ Earned 4-Color Page Level +35%
Special Position + 15%   Bleed: No Charge   Inserts & Gatefolds: Rates On Request
*Minimum rateholder

GENERAL

Volume Page Rates	Black and White			Two Color			Four Color		
	1 Issue	6 Issues	12 Issues	1 Issue	6 Issues	12 Issues	1 Issue	6 Issues	12 Issues
Open	17,690	16,815	15,940	20,050	19,175	18,300	21,980	21,105	20,230
12	17,490	16,615	15,740	19,850	18,975	18,100	21,780	20,905	20,030
18	17,115	16,260	15,405	19,475	18,620	17,765	21,405	20,550	19,695
24	16,735	15,900	15,065	19,095	18,260	17,425	21,025	20,190	19,355
36	15,950	15,155	14,355	18,310	17,510	16,715	20,240	19,445	18,645
48	15,235	14,470	13,710	17,595	16,830	16,070	19,525	18,760	18,000
60	14,690	13,960	13,220	17,050	16,320	15,580	18,980	18,250	17,510
72	14,345	13,625	12,910	16,705	15,985	15,270	18,635	17,915	17,200
84	14,170	13,460	12,750	16,530	15,820	15,110	18,460	17,750	17,040
96	13,835	13,145	12,450	16,190	15,505	14,810	18,125	17,435	16,740
108	13,725	13,035	12,350	16,095	15,405	14,720	18,035	17,345	16,660
120	13,625	12,945	12,260	16,005	15,325	14,640	17,955	17,270	16,590
2/3 Page	13,270	12,610	11,955	15,540	14,860	14,180	17,585	16,885	16,185
1/2 Page	11,195	10,630	10,075	13,550	12,990	12,435	15,485	14,920	14,365
1/3 Page*	7,695	7,310	6,925	10,055	9,670	9,285	11,985	11,600	11,215

Special Position + 15%   Bleed: No Charge   Inserts & Gatefolds: Rates On Request
*Minimum rateholder

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MECHANICAL REQUIREMENTS

- Covers and inside pages: web heatset offset negatives right reading emulsion side down.
- Binding: perfect.
- Columns: three to a page.
- Photos: to be stripped-in billed to advertiser as is film and any additional work involved to complete preparation of ad. To ensure quality, Publisher must have 1- and 2-color proofs accompany all material. Publisher and printer will not accept quality responsibility when color keys rather than match-print or Cromalin proofs are submitted. All film will be held for 6 months and then destroyed unless otherwise requested in writing. Not responsible for errors in keying. Proof of key changes will not be shown.
- Standard Colors: Process Yellow, Blue (Cyan), Red (Magenta) and Black.

CHANGES/ALTERATIONS

- 4/C changes require that advertiser supply new composite film for all colors.
- Multiple mechanicals must have identification as to the order they are to run in the magazine, including references for left and right hand pages.
- Copy changes must be kept to a minimum and will be made only if sufficient time remains in the production schedule.
- Copy changes must be typed (not handwritten) and identified by a letter on the layout to indicate which copy is to be replaced.
- Proofs of ad changes will not be available as there is not sufficient time in the production schedule to provide them.
- Requests for extensions should be made to account representatives and will be granted only upon approval by the production department.

BLACK AND WHITE ADS

- Negatives are required.
- All negatives must be right reading, emulsion side down.
- Camera ready.
- Halftone highlight areas must be 5% minimum, 10% maximum.
- Shadow areas must not exceed 75%.
- A 133 line screen is required for best reproduction.
- Screen tints must be a minimum of 5% and a maximum of 70%.

2- AND 3-COLOR ADS

- Negatives are required.
- All negatives must be right reading, emulsion side down.
- Camera ready.
- Each color must be on separate overlays.
- Must be color separated.
- A 133 line screen is required for best reproduction.
- Screen tints must be a minimum of 5% and a maximum of 70%.
- Screen tints must be on separate overlays.

4-COLOR ADS

- Negatives are required.
- All negatives must be right reading, emulsion side down.
- 133 line screen.
- Maximum GCR is 75%.
- Maximum dot density is 265%. (No more than one color may be solid.)
- Dot range recommended for furnished film is 5% highlight to 80% shadow. Tints above 80% will print as solids (see below for newsprint requirement).
- Color corrected screen film negatives must be supplied to size.
- Film is to be supplied as composite film, one piece per color, each identified by color.
- Film must contain four centerline register marks located 1/2" outside the trim area.
- Since there is a certain amount of "gain" on web presses, this must be taken into account when preparing film. Final furnished dot size should be 5% sharper than dot size on proof furnished for best color match.
- Fine lettering such as thin lines, one serifs and small lettering should be limited to one color.
- Reverse lettering: Computer Shopper will not guarantee exact register on reverse type less than 10 points.
- Proofs: One matchprint color proof is required. Cromalin proofs accepted. Computer Shopper reserves the right to produce color proofs at the expense of the advertiser and/or agency, and will not be held responsible for color reproduction quality when no proofs are supplied.
- Standard web offset inks should be used in proofing. Proofing should be done on a stock that is similar to that used in our production run.

FILM AND COPY DIMENSIONS & BLEED REQUIREMENTS

- Final trim size must be 8-1/4" x 10-7/8".

- Trim allowance must be 1/8" on all sides.

Space	Live	Bleed [1]
Full page	7-1/4 x 9-7/8	8-1/2 x 11-1/8
Spread	15 x 9-7/8	16-3/4 x 11-1/8
2/3 vertical	4-3/4 x 9-7/8	
1/2 horizontal	7-1/4 x 4-3/4	
1/3 square	4-3/4 x 4-3/4	
1/3 vertical	2-1/4 x 9-7/8	

[1] *Includes necessary safety margins and bleed allowances. On all bleed ads, live matter (including headlines, copy blocks and addresses, etc.) should adhere to live image area dimensions. Trim marks must be indicated on advertising materials and proofs to ensure proper trimming.*

- Oversize ads: Computer Shopper reserves the right to reduce material that is larger than our specified sizes and to charge for the services involved.

- Computer Shopper cannot be held responsible for quality of reproduction when specifications are not adhered to and reserves the right to alter any film received at variance with mechanical requirements. Alterations will be billed at cost to advertiser and/or agency. Typesetting composition done by us on non-camera-ready material, artwork requiring halftones, enlargements, reductions, non-standard layout, ruby-liths and/or other color art preparation, will be billed at applicable overtime rates for any production work required.

AD MATERIAL SHOULD BE SENT TO:

Computer Shopper
28 East 28th Street, 10th Floor
New York, NY 10016

Attn: Production Department

GENERAL ADVERTISING CONDITIONS

A. Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the advertisements and its contents. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.

B. Conditions, other than rates, are subject to change by publisher without notice.

C. All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. All orders for advertisement space are subject to ZD credit requirements.

D. Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by the publisher in writing. Material must be received by material closing date or position may be lost.

E. Publisher shall have no liability for errors in, advertisers index, product index, or ad copy typeset by publisher.

F. Advertisements not received by publisher's advertising production department by closing date will not be entitled to the privilege of OK or revision by the advertiser or its agency. Publisher may use prior ad material if new material is not received on time.

G. Cancellations or changes in orders must be made in writing and be received by publisher on or before the closing date. Ad materials will be stored for six months from the date of publishers receipt and then destroyed unless the advertiser requests the return of materials in writing prior to that date.

H. All insertion orders are accepted subject to provisions of the current rate card. Rates are subject to change upon notice from the publisher. In the event of an increase in the rates not publicly announced prior to the first issue covered by the contract then in effect, space reserved may be canceled by the advertiser or its agency at the time the increase becomes effective without incurring short-rate charges, provided the advertisements published at the date of cancellation are consistent with the appropriate rate. Failure to meet issue or volume frequency commitments for any other reason in whole or in part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned rate.

I. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. In no event shall publisher be liable for any damages, consequential or otherwise, in excess of the amount paid for the advertisement, as a result of any mistake in the advertisement or for any other reason.

J. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agent ordered and which advertising was published.

K. No conditions other than those set forth on the rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions of the rate card.

L. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.

M. Publisher reserves the right to reduce the discount level at which an advertiser is being billed if it appears unlikely that the advertiser will, in fact, earn that rate level. Regardless of what rate is billed, at contract year end, the lowest rate earned will be applied and normal rebate and short rate adjustments made for that contract year.

N. Publisher will not accept any catalogs as advertisements nor permit the use of the word "catalog" in any advertisements except by special written agreement with the publisher. Advertisers using the word "catalog" in their ads without Publisher's written consent will be held liable for the payment of any additional postage fees which may be imposed by the U.S. Postal Service.

O. As used in this section entitled, "General Advertising Conditions," the term "publisher" shall refer to ZD Inc.

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