

ARS TECHNICA: Engineered for the Modern IT Community

A highly passionate
community of serious
tech enthusiasts.

—Wall Street Journal

WHAT'S AT STAKE TODAY IN THE WORLD OF IT

Since its founding in 1998, Ars Technica has become the preferred destination for a passionate community of more than 5 million Modern IT Professionals. For these users, Ars is the definitive source for insight into what's at stake today in the world of IT where accuracy and depth are critical and contribution is essential.

- **Holistic Viewpoint:** The Ars Technica user is multi-dimensional. Ars Technica's breadth of tech coverage provides context and analysis while satisfying the diverse interests of these users.
- **Accuracy:** The Modern IT Professional is pressed for time and relies on Ars Technica to act as a credible filter, providing only the most accurate and important technology content on the web.
- **Community:** Members of the Ars community value their peers. Ars users work collectively to become the most knowledgeable 'technologists' in their fields of interest.

Ars Technica editors are committed to this approach, and it keeps users coming back for more: fans visit the site an average of 71 times each month.†

AT A GLANCE

Average Monthly Traffic

Uniques	5.4 million
Page Views	29 million

Source: Internal Publisher's Data Monthly Average January 2009 - December 2009

Editorial Distinctions

Digg.com	4th Most Linked to Site
PC Mag	Top Tech Site, 2008 & 2009
Webby	Honoree, IT Hardware/Software Coverage, 2008 & 2009
Mediaite	Top Site of 2009, Reader's Choice
Evans Data Corporation	Best Blog, Developers' Choice, 2010

Demographics

Male	75%
Average Age	39
Average HHI	\$109,649
College/Post graduate degree	69%
IS/IT/MIS Job Department	Index 989

Source: Winter 2009 @plan, Net/MRI Fusion November 2009, Internal User Survey 2009

Passionate and Influential Consumers


Influence at Work	
C-Level	291
Influence/make IT business purchase decisions	500
Evaluate and Recommend technology purchases	497
Influence at Home	
Post on forum/group message board (yesterday)	730
Seek/Post product reviews	349
Provide advice on consumer electronics	327

Source: Winter 2009 @plan, Net/MRI Fusion November 2009

For more information, please contact your Account Executive or **Andrew Gorenstein, National Advertising Director** at 212 286 6513 or Andrew_Gorenstein@condenast.com

† Source: Internal User Survey 2009

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ALL APPLE BUSINESS GADGETS GAMING MICROSOFT OPEN SOURCE SCIENCE TECH POLICY MORE

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SEARCH Search Ars

ALL ETC SORT BY: [Icons]

Microsoft loses ads on Facebook, expands Bing search deal

15 minutes ago - by Emil Protalinski | Posted in: One Microsoft Way

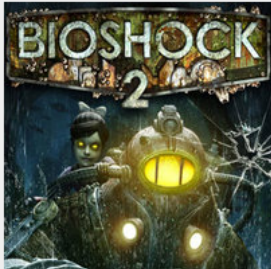
Facebook is taking back control of display ads on the social networking website from Microsoft. On the other hand, its Bing search engine will be further integrated into Facebook and will expand its reach beyond the US.

READ MORE COMMENT

Daddy's Home: Ars reviews Bioshock 2

about an hour ago - by Ben Kuchera | Posted in: Opposable Thumbs


FEATURE STORY



Bioshock 2 may not have needed to happen, but both the story and action do justice to the first game. The story still deals with power and identity, and the setting is just as haunting as you remember. The gameplay hasn't been changed or updated radically, but this is still a first-person adventure that's worth your time.

READ MORE (2 PAGES) COMMENT

FBI still wants two years of ISP Web logs




about 2 hours ago - by Nate Anderson | Posted in: Law & Disorder

The FBI wants ISPs to log their subscribers' source and destination addresses during Internet surfing, and then keep the information for two years. The Bureau has wanted this since 2006, but it still doesn't look likely in the near term.

READ MORE COMMENT

Contextualizing the copyright debate: reward vs. creativity



about 2 hours ago - by Nate Anderson | Posted in: Law & Disorder

A bloggers' debate on the fundamental reason for copyright raises some key questions about why we have "copyright" at all—but misses a few marks. Ars puts the question in context.

READ MORE COMMENT


Hubble's portrait of everybody's favorite ex-planet

about 3 hours ago - by Matt Ford | Posted in: Nobel Intent

New images from Hubble of Pluto's surface reveal a dynamic and changing world.

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Google's China problem leaves opening for Bing

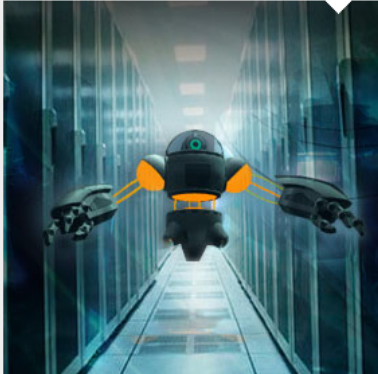


about 3 hours ago - by Emil Protalinski | Posted in: One Microsoft Way

If Google pulls out of China, it will be a huge opportunity for Bing to move in and take its place as the number one alternative to the market leader Baidu. Ars takes a look at what Microsoft needs to do to pull off the feat.

READ MORE COMMENT

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What Second Life can teach your datacenter about scaling Web apps

by Ian Wilkes | Posted in: Uptime

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ETC

Feel like catching up on your back catalog? Amazon is offering buy two get one free pricing on Xbox 360 platinum hits for a limited time, while supplies last.

Verizon Wireless has begun blocking access to 4chan's image boards.

Google was pranked recently by a group of German artists who attached a GPS device to a Google Street View car in Berlin.