

Exploring a world in radical transformation.

—Louis Rossetto, WIRED.com Founder

THE WIRED APPROACH

Every day online, WIRED provides a look into the future, exploring the ideas, innovations and people that are reshaping our world. This unique perspective of informed optimism is invaluable for business thought leaders and cultural tastemakers.

Our unique offering of future focused, authoritative content, sophisticated community tools, and superior design, attracts a passionate audience of more than 11 million intellectually curious, professional males each month.

AT A GLANCE

Average Monthly Traffic

Uniques	11.1 million
Page Views	38 million

Source: Internal Publisher's Data, Jan. – Dec. 09

Editorial Distinctions

Webby Awards

- Winner, People's Voice Award: Best Copy/Writing, 2009
- Winner, People's Voice Award: WIRED Science, 2009
- Winner, People's Voice Award: Gadget Lab, 2009
- Official Honoree, WIRED Product Reviews, 2009
- Winner, Best Copy/Writing, 2008

AdweekMedia Magazine Website of the Year, 2008

MPA Website of the Year, News, Business & Finance, 2008

Knight-Batton Winner WikiScanner Coverage, 2008

Demographics

Male	75%
Average age*	41
Median HHI*	\$110,106
College/post graduate degree	60%

Source: : @Plan, Fall 2009; *NetRatings MEGAPANEL Sep09/S09

Influential Consumers

Frequently Provides Advice

Internet content and services	417
Online shopping/e-commerce	291
Politics or current events	237
Finance	226
Post product reviews online	479
Publish/update personal blog	284

Source: @Plan Fall 2009

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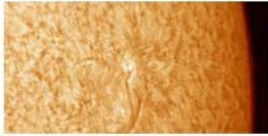
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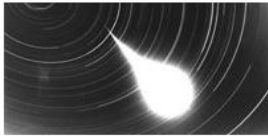
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