

The AOL logo is displayed in white text on a blue background. The letters are bold and sans-serif, with a period at the end. The logo is partially obscured by a white, jagged-edged shape that resembles a speech bubble or a stylized 'A'.

We speak geek: AOL delivers tech influencers

Whether you're looking for Silicon Valley executives, gadget enthusiasts, fanatic gamers, the Apple faithful, or the connected consumer, AOL Tech's diverse portfolio of award-winning destination tech sites reaches more than 19 million tech-savvy influencers every month*.

Great reach. AOL Advertising reaches 9 out of 10 Tech Geeks – with AOL Tech sites 2X more likely to engage this audience than the Internet average.

Authoritative. For the 5th year in a row, Engadget is the official blog of CES 2012. TechCrunch and Engadget are both regular fixtures at the top of the TechMeme Leaderboard. At the 2011 Webby Awards, Engadget took home the official trophy and People's Voice Award for Best Consumer Electronics Site, while TechCrunch won for Best Business Blog.

Precise targeting. No matter how you slice it, AOL connects you with the tech audience you want.

TECH: GENERAL

A close-up photograph of a man with dark hair and a light beard, wearing a light blue button-down shirt. He is smiling and looking down at a white smartphone held in his hands. The background is a blurred outdoor setting with buildings and trees, suggesting an urban environment.

Connect with the tech taste-makers

AOL connects tech influencers with the breaking news, product reviews, events and communities they're passionate about.

Fast facts²

- TechCrunch readers are 50% more likely to consider themselves Influential, and are twice as likely to advise others about websites.
- Engadget readers are nearly twice as likely to be first among their friends to buy the latest electronics – as well as twice as likely to pass their electronics expertise on to others.
- Nearly 80% of TUAW's audience considers themselves a certified Tech-Geek – more than 4X higher than the Internet average.
- Joystiq readers are 70% more likely to be first among their friend to try the latest video games – and the site reaches more than 1 million people who recommend video games to others.
- AOL Tech visitors are affluent, and are 41% more likely to earn a HHI \$100K+¹.

Target consumers based on their interests

- **Technology Mavens:** Audience segment of influential people who keep abreast of new technology on top websites and blogs.
- **Computer Intenders:** People shopping for a new computer.
- **Wired for Electronics:** Individuals who've demonstrated high interest/ involvement with electronics, gadgets, etc., as defined by high site visitation or high BPIs on electronics websites.
- **Mobile/Wireless Intenders:** People focused on mobile devices. They're researching the newest models, comparing cell phone provider plans, and are interested in getting the most out of their cell phone experience.
- **Electronics Shoppers:** People shopping for electronics, including TVs, cell phones, computers, video games, audio equipment and more.

Pinpoint your customers with powerful targeting solutions









- Retarget consumers who have visited a sponsored AOL page. (Sponsorship LeadBack)
- Develop a custom audience segment modeled after visitors to your site. (Look-Alike Modeling)
- Find households most likely to purchase specific products or brands. (MRI Lifestyle Clusters)

- Find people who are searching for information about electronics, mobile or wireless. (SearchBack)
- Target people based on their computer operating system or web browser. (Technographic Targeting)

Create something unique

- Integrate your brand into AOL's premium content to create an immersive and memorable experience for technology buffs.
- Amplify your message with eye-popping rich media executions that increase interaction.
- Understand what your audience wants with our detailed campaign insights and third-party research.

AOL Media Properties overindex with Tech Geeks:

Property	Index	Property	Index
	430		255
	303		235
	291		230
	283		131

Reach tech consumers on AOL Tech Properties: (19 million monthly unique visitors¹)

- Engadget
- TechCrunch
- TUAW
- JoyStiq
- HuffPost Tech

