



Techno-Savvy Consumers

Better than the early adopters, this is the **early majority**. The ones that spend like there's no tomorrow once something hits the popular press. They embrace technology not for technology's sake, but because it's cool and they don't want to miss out. Not geeks but real people who make technology part of their persona.

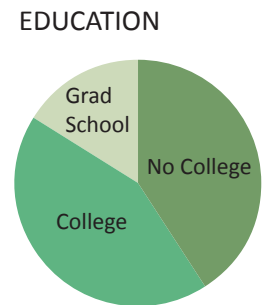
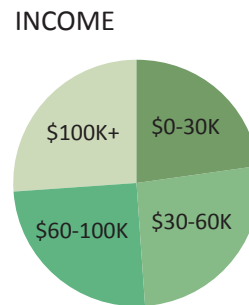
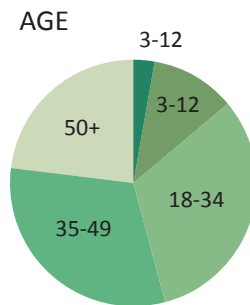
The Lijit Techno-Savvy Consumers audience is comprised of 3M monthly uniques that visit more than 20M pageviews in the Lijit Network. This puts us on par with networks the size of CNET and ZDnet*. Example publishers in our network include askdavetaylor.com, technibble.com, techipedia.com, allfacebook.com and photoshoproadmap.com.

Audience attributes

- Influential among peers and trendsetters in technology, gadgets and electronics
- Focused on building a personal brand through blogs, Facebook, twitter, YouTube, etc.
- Spend the majority of time online and enjoy gaming, social networking, and shopping on sites like eBay and Amazon

Demographics

- 54% male, 46% female
- 86% above the age of 18 years old
- 51% with income over \$60k/year
- 59% with college education or above



Popular topics

iPad **Sony** Free downloads **eBay** PSP iPhone **Facebook** robot girl **LimeWire** privacy Farmville
CPM traffic Kindle games WordPress **TweetDeck** flash player Google
 Foursquare **Halo** iTunes **YouTube**

About the Lijit Publisher Network

The Lijit Publisher Network is comprised of over 15,000 individual and influential publisher websites that collectively see over 1B monthly pageviews, 4.5M unique readers per day, and 90M unique readers per month.* Each publisher in the Lijit Network has our proprietary site search and content discovery tools installed, which provides us the ability to collect audience data by crawling and indexing an aggregated 3M sites. By tracking reader intent, context, demographics and other actionable insights, Lijit helps advertisers find engaged audiences through premium online advertising campaigns that are highly targeted and contextually relevant.

Contact us for more information... Lijit Networks, Inc. • (303) 493-5490 • sales@lijit.com • www.lijit.com

*The size and scope of the Lijit audience network is continually verified by Comscore and Quantcast. © Lijit Networks 2010