





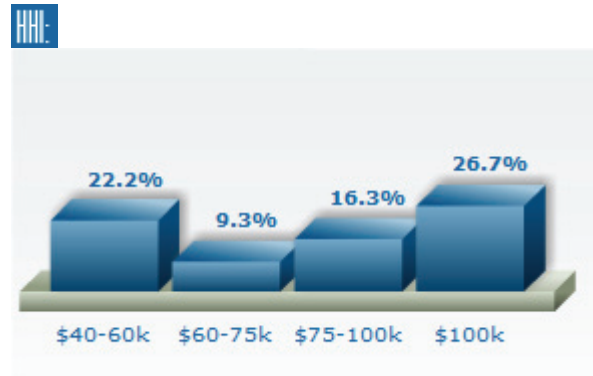
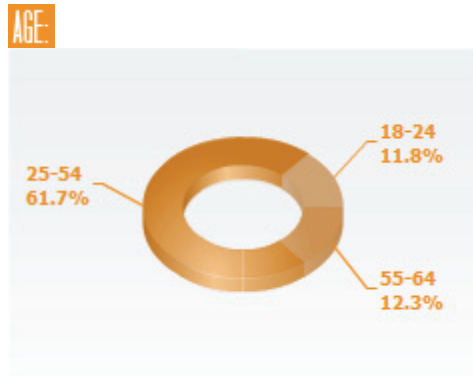


# Hg

Holiday Gadget Shoppers

♂ MALE: 50.53%  
 ♀ FEMALE: 49.47%

Holiday gadget shoppers focus on purchasing gadgets for friends and family as gifts. They may be gadget lovers themselves or they may be shopping for a gadget lover- but whatever the case, they often search for new gadgets on news and technology sites.



SEGMENT AUDIENCES:

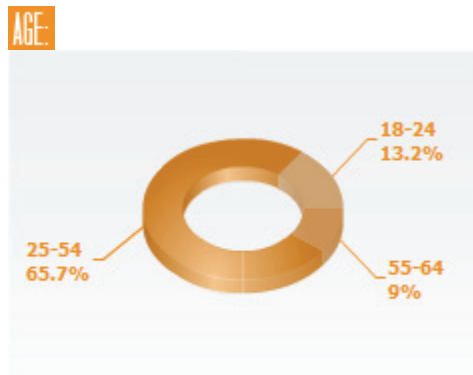
- 5.11x more likely to visit 'News/Information - Politics' sites than the average internet user
- 4.11x more likely to visit 'Retail - Music' sites than the average internet user
- 3.48x more likely to visit 'Retail - Consumer Electronics' sites than the average internet user

# Ti

Technology Influencers

♂ MALE: 56.14%  
 ♀ FEMALE: 43.86%

IT corporate technologists manage corporate IT infrastructures and who are continually reviewing their server, data storage, networking, and corporate software options. They have enormous influence within their companies.



SEGMENT AUDIENCES:

- 6.45x more likely to visit 'News/Information - Politics' sites than the average internet user
- 4.90x more likely to visit 'Health - Information' sites than the average internet user
- 11.38x more likely to visit 'Community - Lifestyles' sites than the average internet user

# It

IT/Corporate Tech

Technology influencers are highly engaged with different types of technology across multiple news and technology sites. They wield an enormous purchasing influence on friends and family. They usually rely on a large number of sites and blogs to stay current with the latest technology trends and gadgets, and tend to be quite vocal on blogs. They have a large role in the online conversation about technology.

More Information Coming Soon