

CNET



Media Kit 2022

Brand Mission

YOUR GUIDE TO A BETTER FUTURE.

Who We Are

CNET tells you what's new and why it matters. For over 25 years, CNET has been educating readers on how to leverage the latest in technology to get the most out of their everyday lives. This trusted editorial legacy has allowed CNET to expand its scope of coverage as technology continues to become a bigger part of everything from transportation and personal finance to parenting and beyond.

What We Do

We lead you through change. We believe you can create a better future when you understand new ideas. Our experts give you news, tools and advice that help you navigate our ever-changing world. Because when you understand what's going on, you can do something about it.

GLOBAL MONTHLY VISITORS

67M

US MONTHLY VISITORS

51M

TECH NEWS SITE RANK (UVS)

#1

MONTHLY VIDEO VIEWS

90M

SOCIAL FANS/FOLLOWERS

14M

AVERAGE USER HHI

\$113K

2022 Editorial Spotlight

Key CNET Moments and Partnership Opportunities

Q1

January

THE YEAR AHEAD

- ▶ CES
- ▶ New Year, New You


February

HOW TO WATCH

- ▶ Samsung Unpacked
- ▶ Superbowl
- ▶ Beijing Olympics

March



METaverse

- ▶ Making the Metaverse 
- ▶ CNET Deals Days
- ▶ Women's History Month

Q2

April

MAKE YOURSELF

- ▶ Electrified Show Launch 
- ▶ Lifestyle Channel Launch* 
- ▶ Citizen Now

May

LIFE HACKS

- ▶ Power Money Moves
- ▶ Google I/O
- ▶ Tech Enabled

June

MID-YEAR RELAX

- ▶ Sleep Series
- ▶ Gamers and NFTs
- ▶ Prime Day

Q3

July

OUTDOOR LIVING

- ▶ Backyard Essentials
- ▶ Summer Travel
- ▶ Summer Gift Guide

August

AT HOME

- ▶ Home Buying/ Moving
- ▶ Back to School
- ▶ How to Buy Anything

September

MOBILE MONTH

- ▶ The iPhone Unveiled
- ▶ Back to School
- ▶ Money Equity Secrets

Q4


October

SOCIAL IMPACT

- ▶ Climate Change
- ▶ Citizen Now
- ▶ Broadband Divide

November

SHOPPING HAUL

- ▶ Cyber Week
- ▶ Holiday / Thanksgiving
- ▶ CNET Explained Show 

December

CNET WRAPPED

- ▶ Holiday
- ▶ 2022 in Review
- ▶ The Year Ahead, 2023

Advertising Opportunities

DISPLAY ADVERTISING

- ▶ Desktop and Mobile
- ▶ Audience & Contextual Targeting
- ▶ Competitive Conquesting
- ▶ High-Impact and Rich Media
- ▶ Programmatic Offerings

VIDEO

- ▶ Pre-Roll (O&O + YouTube)
- ▶ High-Impact Video Units

SOCIAL

- ▶ First Party Targeting
- ▶ Partner Amplification
- ▶ Sponsorships & Integration

AUDIO

- ▶ Pre & Mid-Roll Placements
- ▶ Podcast Sponsorships
- ▶ Branded Segments

BRANDED CONTENT

- ▶ Engaging Article Formats
- ▶ Custom Video Series
- ▶ Social-First Content
- ▶ Expert Talent Network

Advertising Sales Contacts

Driven by data and a passion for performance, our proprietary products and capabilities help marketers achieve their goals.

Interested in planning a campaign? Please contact us here:

UNITED STATES

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AUSTRALIA + APAC

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RED | VENTURES

Reaching 1 in 2
Consumers
Across the U.S.

134M

US MONTHLY UVS

246M

GLOBAL MONTHLY UVS

+56M

SOCIAL FOOTPRINT

CNET

lonely planet

metacritic

ZDNet

allconnect

GREATIST

NextAdvisor[®]
In Partnership with TIME

Bankrate

healthline

TV
GUIDE

CORD CUTTERS
NEWS

the
POINTS
GUY

GAMESPOT

MYMOVE

Best
Colleges

creditcards.com

SLUMBER YARD