



www.htpcBeginner.com

Digital Media Kit
December 2015

Site Overview



htpcBeginner.com is the leading site for tutorials, news, and reviews on home theater PCs, media players, Linux home servers, PC components, and relevant consumer electronics.

Founded in 2010, htpcBeginner now serves millions globally. Visitor experience is our top priority:

- ▶ Quality content with frequent updates
- ▶ Highly optimized server with <1 s page load times
- ▶ Responsive and mobile-friendly design

Audience

Our audience primarily consists of home electronics, PC components, and media entertainment enthusiasts, who tend to be:

- ✓ Sophisticated
- ✓ Web and tech savvy
- ✓ Primary decision makers
- ✓ With buying power



Demographics



Gender

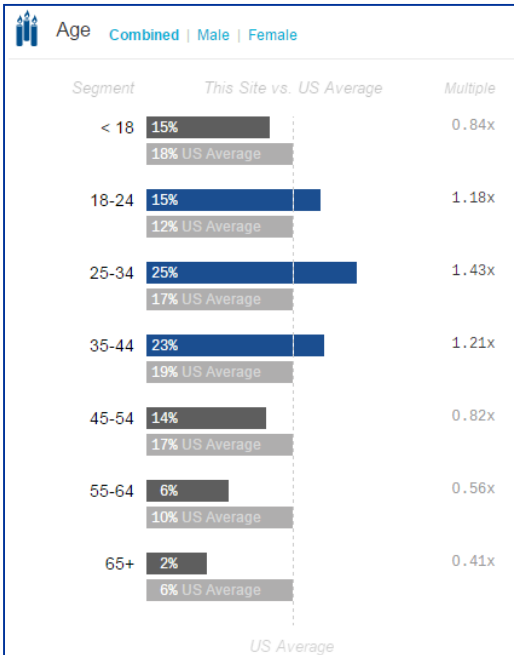


Male: 85%

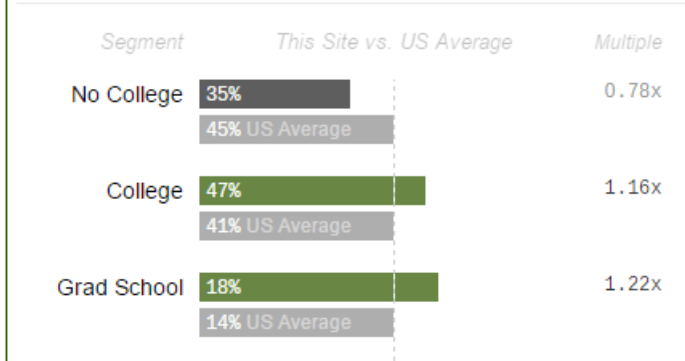


Female: 15%

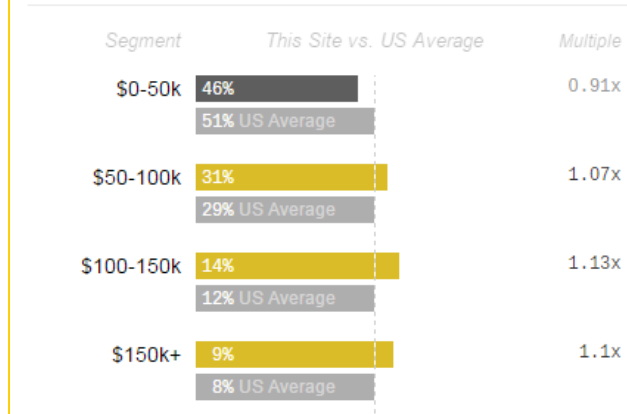
Country	% Sessions
1. United States	28.67%
2. United Kingdom	15.37%
3. Canada	10.04%
4. Netherlands	5.01%
5. Germany	4.86%
6. Australia	3.25%
7. Spain	2.40%
8. France	2.26%
9. Sweden	1.51%
10. Italy	1.47%



Education Level



Household Income



Site Metrics

3,200+



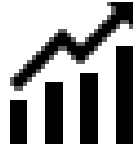
E-Newsletter
Subscribers

16,000+



Social Media
Followers

120%



6-month
Traffic Growth

2:59

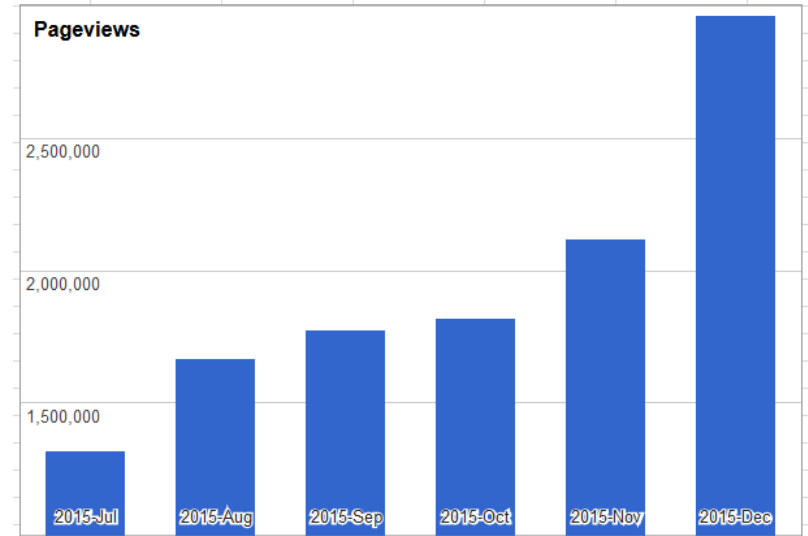


Avg. Time on Site

65%



New Visitors



Monthly Pageviews: **2,965,293**



Alexa Global Rank

15,991

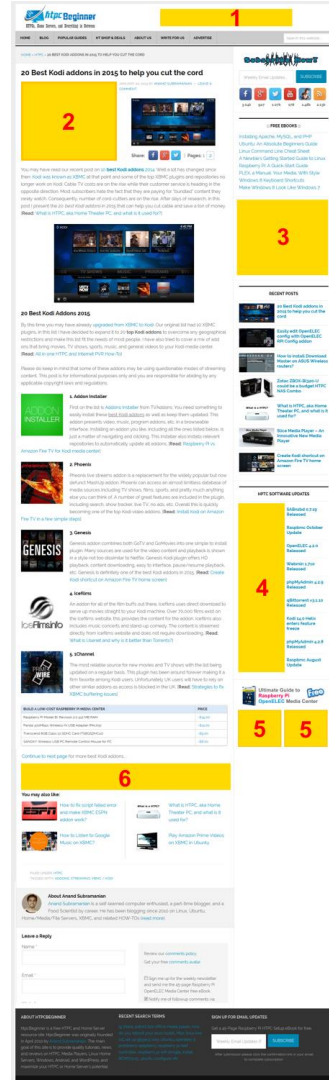
(December 31, 2015)

Advertising Examples

Slot #	Dimensions	Formats	Quantity	Comments	Price
1	468x60 px		1	All Pages	
2	336x280 px	GIF, JPG, SWF (Flash 10.0 or earlier)	1	Articles	Because of increasing traffic, the rates change every week. Please contact us for current prices.
3	300x250 px		1	All Pages Variable height	
4	160x600 or 120x600 px		1	All Pages	
5	125x125 px		2	Articles Floating	
6	728x90 px	GIF, JPG	1	Articles	

- For advertiser satisfaction and user experience we do not allow irrelevant, popup, or interstitial ads
- 3rd Party, rich media, and animated ads allowed
- No max file size but ads must be web optimized

For details or custom advertising opportunities, contact us at advertising@htpcbeginner.com



Talk to Us

- ▶ Any questions? Feel free to drop us a line and we'll get back to you soon.

Email: advertising@htpcbeginner.com

Additional Information:

<http://www.htpcbeginner.com/about/>

The screenshot shows the homepage of the website htpcbeginner.com. The header includes the site logo, navigation links (HOME, BLOG, POPULAR GUIDES, HT SHOP & DEALS, ABOUT US, WRITE FOR US, ADVERTISE), and a search bar. The main content area features a 'KODI' section with video thumbnails, a '20 Best Kodi addons in 2015 to help you cut the cord' article, and sections for 'LATEST DEALS', 'LATEST SOFTWARE UPDATES', and 'LATEST ARTICLES'. The right sidebar contains a 'Subscribe Now!' section with social media icons, a 'FREE EBOOKS' section with various guides, and a 'RECENT POSTS' section.