



**A digital network unlike any other.**  
Connecting advertisers with communities of enthusiasts

**MEDIA KIT**

## About Zizzero.com

- Started in 2010 and is backed by an Australian company
- Provides access to a fast growing network of website and blog communities
- Offers ability to reach an untapped niche market at cost effective prices
- Our goal is to become the gateway to online users in Australia and around the world

## Why Advertise on Zizzero.com

- Reach communities of enthusiasts.
- Access a collection of industry specific websites and blogs that are frequently visited by online users in Australia, North America, Europe and Asia.
- Target users through geo-targeting capabilities.
- Zizzero offers simple, yet effective ad platforms that maximizes visibility and user engagement.
- Cost effective advertising opportunities.

## Products for Zizzero Audience

- **Technology Products**  
General electronic products, internet solutions and mobile devices
- **Entertainment Products**  
Gaming consoles, online and video games, movies, DVDs, music and events
- **Lifestyle Products**  
Online shopping, food and beverages



## WoW Achievements

[www.wow-achievements.com](http://www.wow-achievements.com)

**Gender** Male 84% Female 16%  
**Age** 13-17 20%, 18-34 50%, 35-49 21%  
**Advertising** Leaderboard 728x90, MPU 300x250



## Go Fanboy

[www.gofanboy.com](http://www.gofanboy.com)

**Gender** Male 84% Female 16%  
**Age** 13-17 20%, 18-34 50%, 35-49 21%  
**Advertising** Leaderboard 728x90, MPU 300x250  
 Banner 300x250,  
 Small Banner 234x60



## Shadow Priest

[www.shadowpriest.com](http://www.shadowpriest.com)

**Gender** Male 73% Female 27%  
**Age** 13-17 19%, 18-34 48%, 35-49 22%  
**Advertising** Leaderboard 728x90, MPU 300x250



## Half-Life Fallout

[www.hlfallout.com](http://www.hlfallout.com)

**Gender** Male 75% Female 24%  
**Age** 13-17 27%, 18-34 40%, 35-49 20%  
**Advertising** Leaderboard 728x90, MPU 300x250



## COD Nation

[www.codnation.net](http://www.codnation.net)

**Gender** Male 64% Female 36%  
**Age** 13-17 27%, 18-34 33%, 35-49 20%  
**Advertising** Leaderboard 728x90, MPU 300x250

# ZIZZERO DIGITAL NETWORK

**Monthly Impressions** 1,372,330  
**Ad Impressions** 5,489,320  
**Monthly Visits** 416,910  
**Avg. Time on site** 3.00 mins

**Gender** Male 81% Female 19%  
**Age** 13-17 22%, 18-34 48%, 35-49 21%  
**Advertising** Leaderboard 728x90, MPU 300x250  
 Banner 300x250, Small Banner 234x60  
**Income** \$30-60k 35%, \$60-100k+ 48%  
**Education** No college 46%, College 47%

\*Stats from Quantcast, August 2010

**Banner Advertising Placements**

**Leaderboard 728x90**

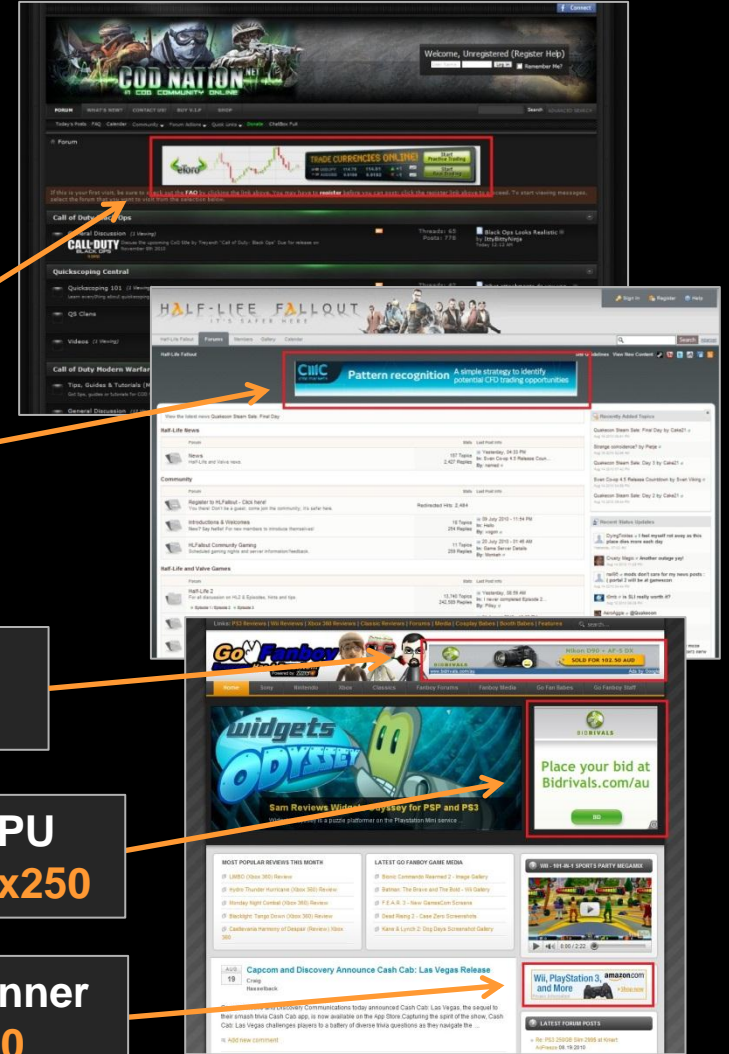
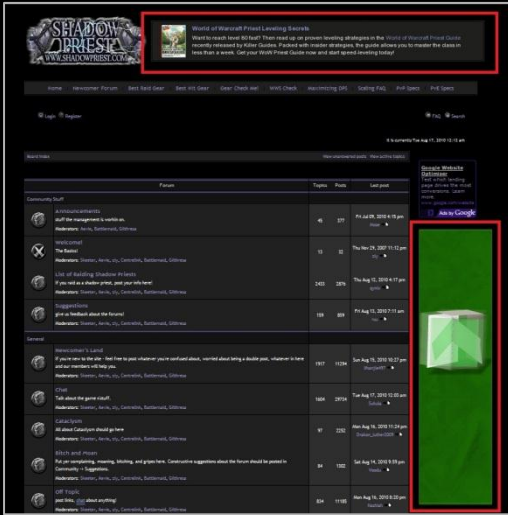
**Skyscraper 160x600**

**Banner 428x49**

**MPU 300x250**

**MPU 300x250**

**Small Banner 234x60**





## For More Information

For the Zizzero Digital Network rates,  
please contact our Sales Team at [sales@zizzero.com](mailto:sales@zizzero.com).

**Address:** Level 7, 157-159 Walker Street, North Sydney, NSW 2060  
**Telephone:** +61 (02) 8456 5800 \* **Facsimile:** 1300 765 046 \* **Email:** [sales@zizzero.com](mailto:sales@zizzero.com)