

The iPad has significantly changed the way we compute, consume media and organize our digital lives. And with all the news and hype around it, both the Apple savvy and Apple newbies need a little help to make sense of it all. Enter **iPadNewsDaily**, the one-stop resource for everything you need to know about the iPad, whether you're thinking about purchasing one or looking to get the most out of the one you have.

Everything iPad Every Day

iPadNewsDaily's team of reporters have tech reporting backgrounds from Wired, Popular Science, Discover and more. Every day they scour the news, reviews and blogs for all of the latest dispatches related to the iPad and organize and make sense of it all. The editorial style is friendly and accessible with a depth and breadth that makes it a valuable resource for even the hard-core Apple enthusiast.

Sample Articles

- [iPad Lock Protects Device from Thieves](#)
- [How to Set-Up Your iPad with a Wireless Network](#)
- [iPad Game of the Week: Street Fighter IV](#)
- [The Daily Sheds Light on Apple's Subscription Plans](#)

Targeting Delivers Results

Combining advanced targeting solutions with a large, engaged audience delivers powerful results. Targeting on **iPadNewsDaily** allows advertisers to buy contextually across current and in-depth content and to benefit from the power of results-based optimization. Targeting options include contextual, behavioral, demographic, psychographic and more.

For more information on advertising within iPadNewsDaily, visit: techmedianetwork.com/our-brands/iPadNewsDaily.html

Strength Through Scale

iPadNewsDaily is one of 16 owned and operated sites in TechMediaNetwork stable of content sites. This powerful Network **allows** you to reach your targeted audience with scale and with trusted, original, and *current* content.

The Network yields nearly twice the reach as CNET against key segments that can help advertisers reach their goals:

- **Science Buffs**
- **Adults 18-49; 25-54 and 18-54**
- **Technology Mavens**
**Media Darwin Study Q1 2011*

TMN's Gamer Segment provides 63% more reach than CNET at 65% less cost per 1000 UV.

iPadNewsDaily Categories

- **Apps**
- **Accessories**
- **Basics**
- **Reviews**

Ad Options

From standard IAB ad units to highly engaging and immersive background skins, pushdown units and Flash overlays, all of TechMediaNetwork's owned and operated sites provide a wealth of solutions to help advertisers make an impact and maximize their ad spend.



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