

OurAmazingPlanet's vast array of content allows visitors to take a virtual tour of our amazing planet earth: from land, water or sky -- returning from each trip with a new perspective on the many wonders of our world. Unique in its global perspective of our globe, **OurAmazingPlanet** brings to life the beauty and wonder of this planet from the rainforests to the bugs to the sky above and the oceans and rivers below.

Amazing Content Every Day

Each day, the team of skilled science reporters and editors at **OurAmazingPlanet** takes the pulse of the Earth, reporting on natural phenomena and exploration news from around the globe. The result is a hand-picked, up-to-date view of both current events and little known facts – surrounded by stunning images that keep visitors engaged and returning for more.

Sample Articles

- Look Out Below!
8 Amazing Sinkholes
- Exploring Wild Jamaica
- The Snowiest Places
on Earth
- Man Tries to Board
Plane with Suitcase
Full of Wild Animals
- NASA Drones to Monitor
"Rivers in the Sky"
- 3 Billion-Dollar U.S.
Weather Disasters
Last Year

Targeting Delivers Results

Combining advanced targeting solutions with a large, engaged audience delivers powerful results. Targeting on **OurAmazingPlanet** 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 OurAmazingPlanet, visit: techmedianetwork.com/our-brands/ouramazingplanet.html

Strength Through Scale

OurAmazingPlanet 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.

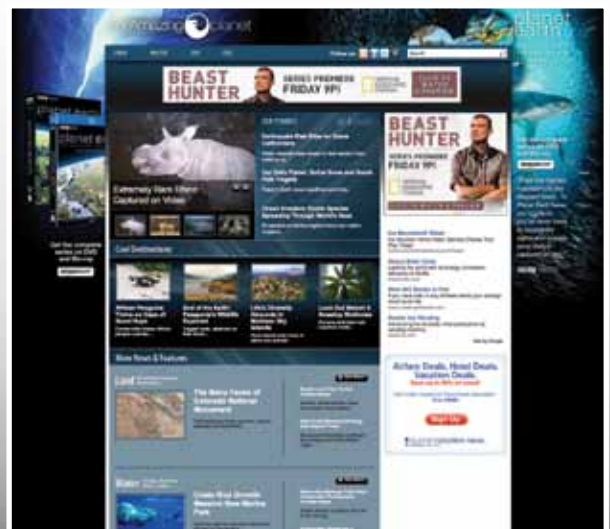
The Network yields nearly twice the reach as CNET against key segments that can help advertisers reach their goals:

- **Science Buffs**
- **Adults 18-49; 25-54 and 18-54**
- **Technology Mavens**

*Media Darwin Study Q1 2011

OurAmazingPlanet Categories

- **Land: Mountains, Deserts, Rainforests**
- **Water: Oceans, Beaches, Rivers, Lakes**
- **Sky: Weather, Climate, Sky Scenes**
- **Life: Birds, Bugs, Fish, Mammals**



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