

CD Freaks is a technology community focusing on digital storage products. The site operates as a community environment for enthusiasts and professionals to share information & knowledge. Guides and tutorials solidify CD Freaks position as the premier resource for those who are looking for purchasing advice, user experiences and help. CD Freaks is updated constantly throughout each day and they are usually first to market with breaking technology news and reviews. In terms of traffic, CD Freaks is the largest digital storage tech site bar none.

Companies such as Microsoft, LG, Philips, Samsung, Sony, Apple and Verbatim to name but a few have recognized CD Freaks as a key partner when communicating to a highly influential consumer base. CD Freaks attracts a predominantly male, highly tech-savvy audience.

Audience information

3 million monthly unique users (300,000 UK)
10 million monthly page impressions (1m UK)

- 94% male / 6% female
- 30% IT professional
- 85% buys software
- 97% buys hardware
- 73% buys CPU's
- 70% buys main boards
- 76% buys graphic cards
- 82% buys burners
- 81% buys flash/usb cards & sticks
- 73% plays games and 50% spends more than 4+ hours a week on gaming



Opportunities

Display space	
468x60	£15cpm
120x600	£15cpm
160x600	£18cpm
728x90	£18cpm
300x250	£25cpm
Rich media from	£35cpm

Bespoke Promotions

Sponsorships	£POA
RSS Feed insertion	£POA
Advertorials from	£POA
Editorial review	£POA
Microsite	£POA