



REACHING ROUND-THE-WORLD HIGH TECH COMMUNITY

April 2016

CCM HIGH TECH

WORLDWIDE ONLINE COMMUNITY

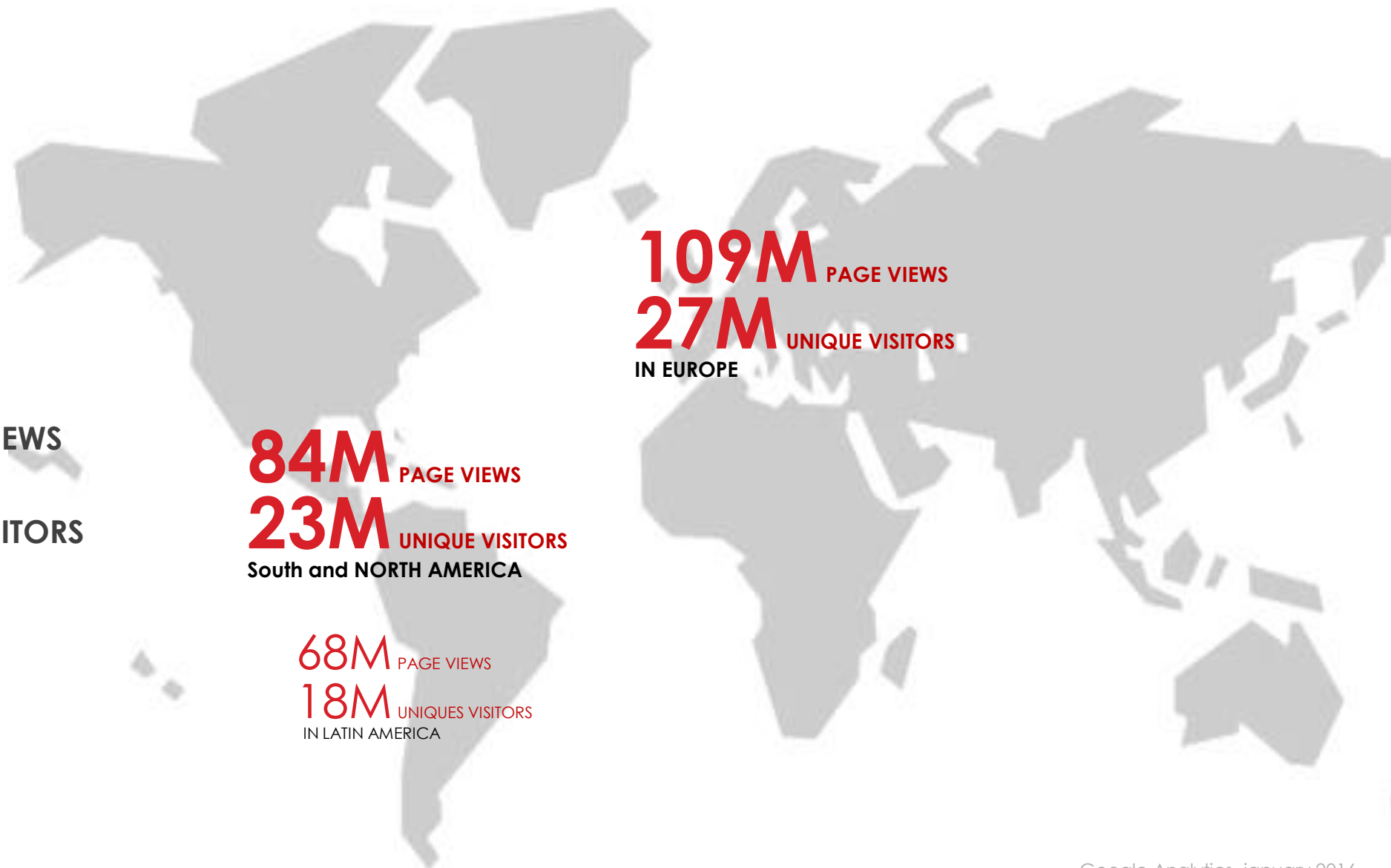


58 COUNTRIES

8 LANGUAGES

193M PAGE VIEWS
50M UNIQUE VISITORS

84M VISITS



CCM MEANS “HOW TO”

- ❑ Local and international Peer-to-peer recommendations in IT developments.
- ❑ Editorial integrity, insight into technology products, services and vendors
- ❑ It is about a « Learn-from-your-peers approach »
- ❑ Bringing Need-to-know information to more members of the IT management community
- ❑ Featuring independent product tests; expert analysis and breaking news.

REACH AN INTERNATIONAL IT AUDIENCE CCM

OF BOTH TECH-SAVVY CONSUMERS AND IT DECISION MAKERS

Who do we target ?

- C-level IT
- IT management and IT decision-makers
- SMB business owners
- Enterprise technology managers
- Consumer and tech enthusiasts

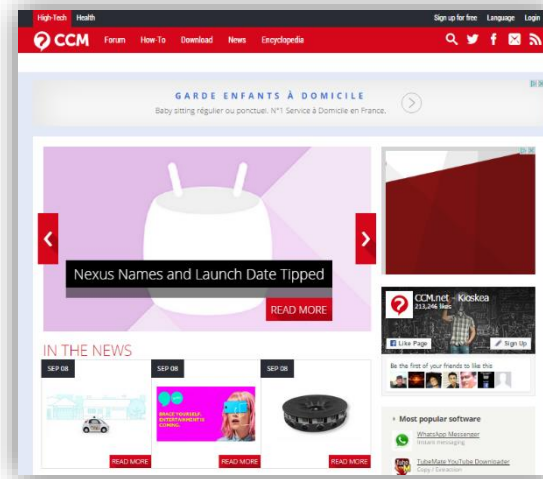
=> who architect, deploy and manage business solutions, and drives business results

CCM LEADING HIGH TECH COMMUNITY



THE REFERENCE WEBSITE FOR I.T. DECISION-MAKERS

- # More than 2/3 use CCM each month
- # Near half using it for professional purpose
- # 87% participate in purchase decisions



EXPERTISE & PEERS RECOMMENDATION

Members - Contributors - Mediators
20 forums with 5 000 questions asked a day + 80% answer rate

PRE-PURCHASE: Comparative tests

POST-PURCHASE: After-sales service, tips, practical fact sheets, instruction guides ...

CONFIDENCE & COMMITMENT

76% of CCM users feel **CONFIDENT** when they're surfing the website
Google 75% / Le Monde 74% / Orange 72%

70% of CCM users consider it is a **LOVE-BRAND**

CCM is considered a **CREDIBLE & EXPERT BRAND** by 68% of its users
2nd after Google

51% of CCM users feel **CLOSE TO ITS COMMUNITY**
2nd after Facebook

CCM HIGH TECH WORLDWIDE

NUMBER OF PAGE VIEWS: COUNTRY BREAKDOWN

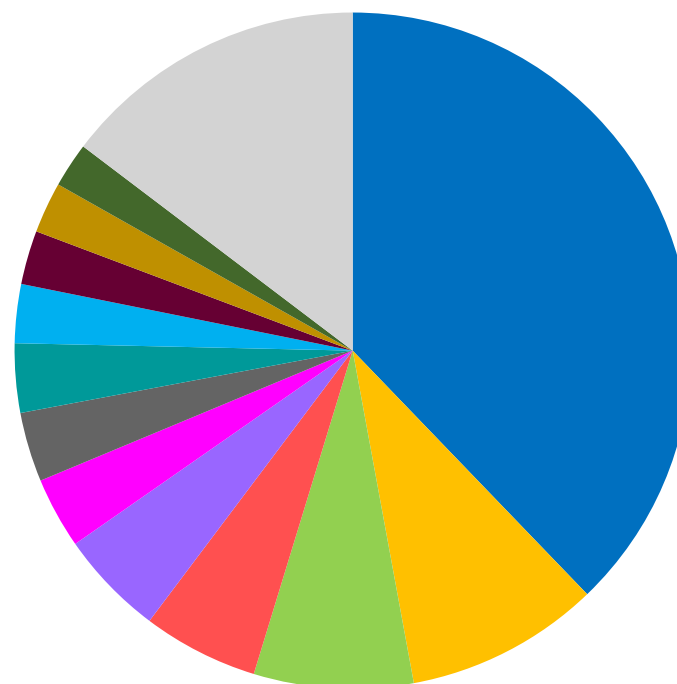


Worldwide coverage
with 193M page views

8 Languages

French – English – German – Spanish – Portuguese – Italien – Polish – Deutsch

- Albania
- Argentina
- Austria
- Belgium
- Bolivia
- Bosnia Herzegovina
- Brazil
- Bulgaria
- Canada
- Chile
- Colombia
- Costa Rica
- Croatia
- Cuba
- Cyprus
- Czech Republic
- Denmark
- Dominican Republic
- Ecuador
- El Salvador
- Estonia
- Finland
- France
- Germany
- Greece
- Guatemala
- Honduras
- Hungary
- Ireland
- Italy
- Kosovo
- Latvia
- Luxembourg
- Macedonia
- Mexico
- Netherlands
- Nicaragua
- Norway
- Panama
- Paraguay
- Peru
- Poland
- Portugal
- Puerto Rico
- Romania
- Russia
- Serbia
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Turkey
- Ukraine
- United Kingdom
- United States
- Uruguay
- Venezuela



France	72,9M
Mexico	17,9M
Brazil	14,7M
Spain	10,7M
United States	9,7M
Argentina	6,6M
Italy	6,4M
Colombia	6,4M
Canada	5,4M
Belgium	4,9M
Peru	4,7M
Venezuela	4,1M
others	<4M/country

CCM HIGH TECH IN EUROPE

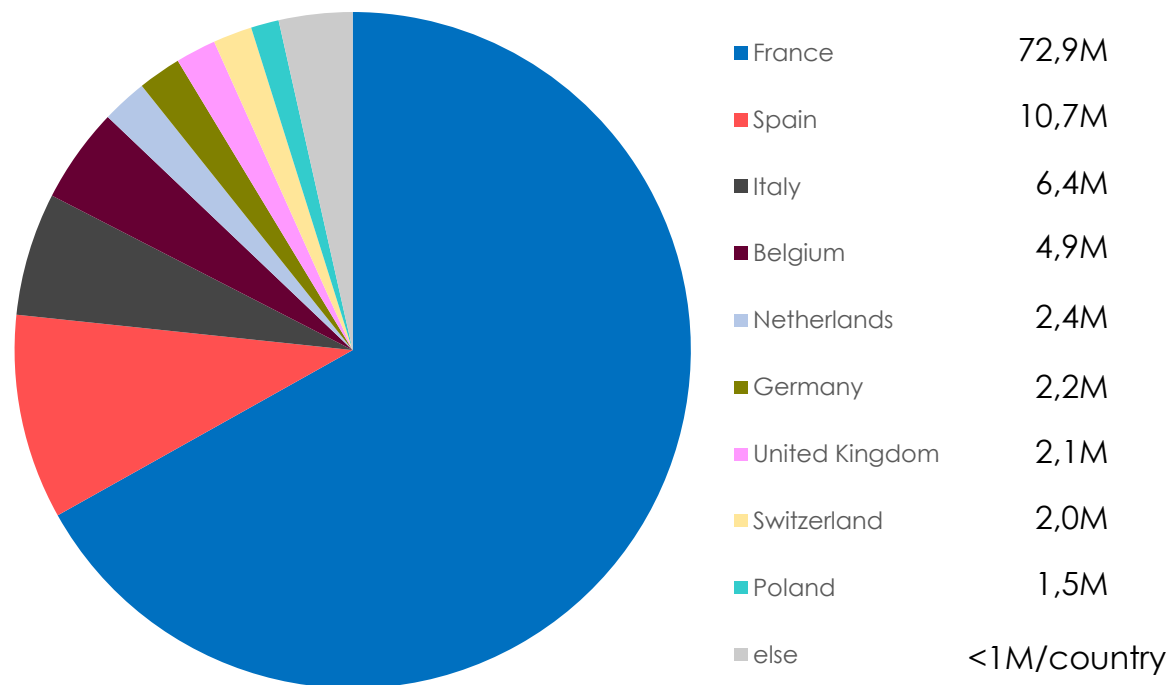
NUMBER OF PAGE VIEWS IN EUROPE: COUNTRY BREAKDOWN



109M page views in Europe
of which 67% is out of France

36 european countries

- | | |
|--------------------|----------------|
| Albania | Latvia |
| Austria | Luxembourg |
| Belgium | Macedonia |
| Bosnia Herzegovina | Netherlands |
| Bulgaria | Norway |
| Croatia | Poland |
| Cyprus | Portugal |
| Czech Republic | Romania |
| Denmark | Russia |
| Estonia | Serbia |
| Finland | Slovakia |
| France | Slovenia |
| Germany | Spain |
| Greece | Sweden |
| Hungary | Switzerland |
| Ireland | Turkey |
| Italy | Ukraine |
| Kosovo | United Kingdom |



CCM HIGH TECH IN AMERICA

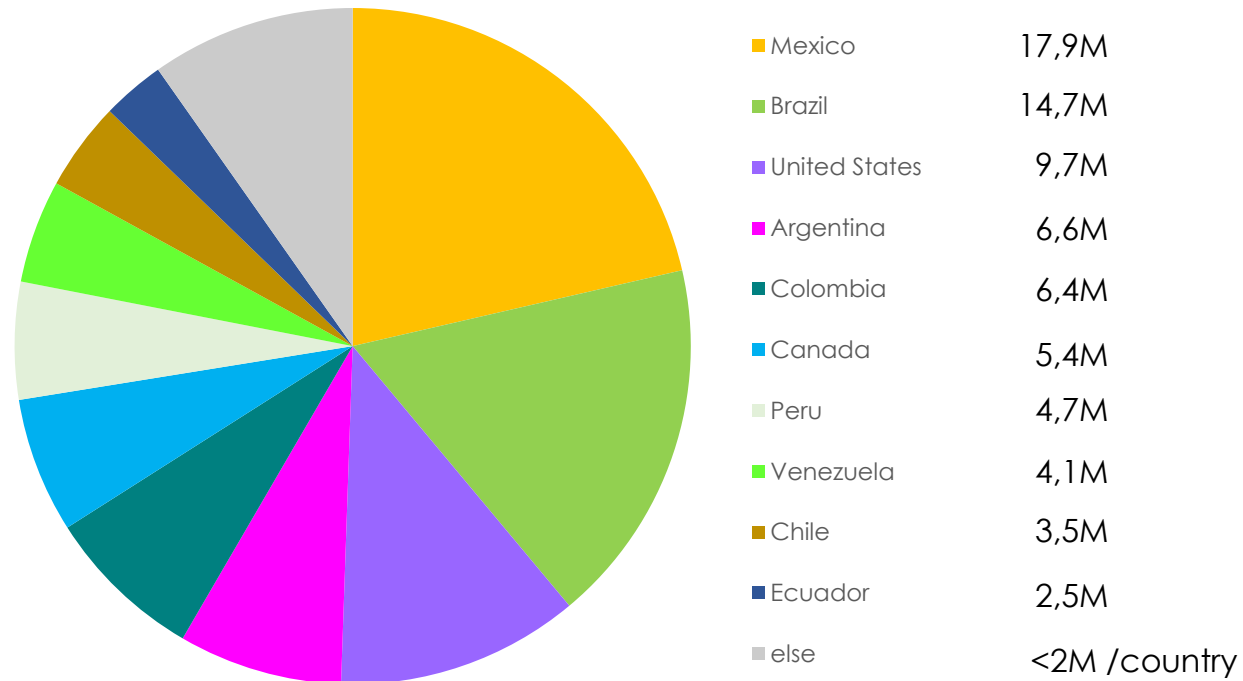


NUMBER OF PAGE VIEWS IN AMERICA: COUNTRY BREAKDOWN

84M page views in American Continent

22 american countries

- Argentina
- Bolivia
- Brazil
- Canada
- Chile
- Colombia
- Costa Rica
- Cuba
- Dominican Republic
- Ecuador
- El Salvador
- Guatemala
- Honduras
- Mexico
- Nicaragua
- Panama
- Paraguay
- Peru
- Puerto Rico
- United States
- Uruguay
- Venezuela



CCM HIGH TECH IN LATAM

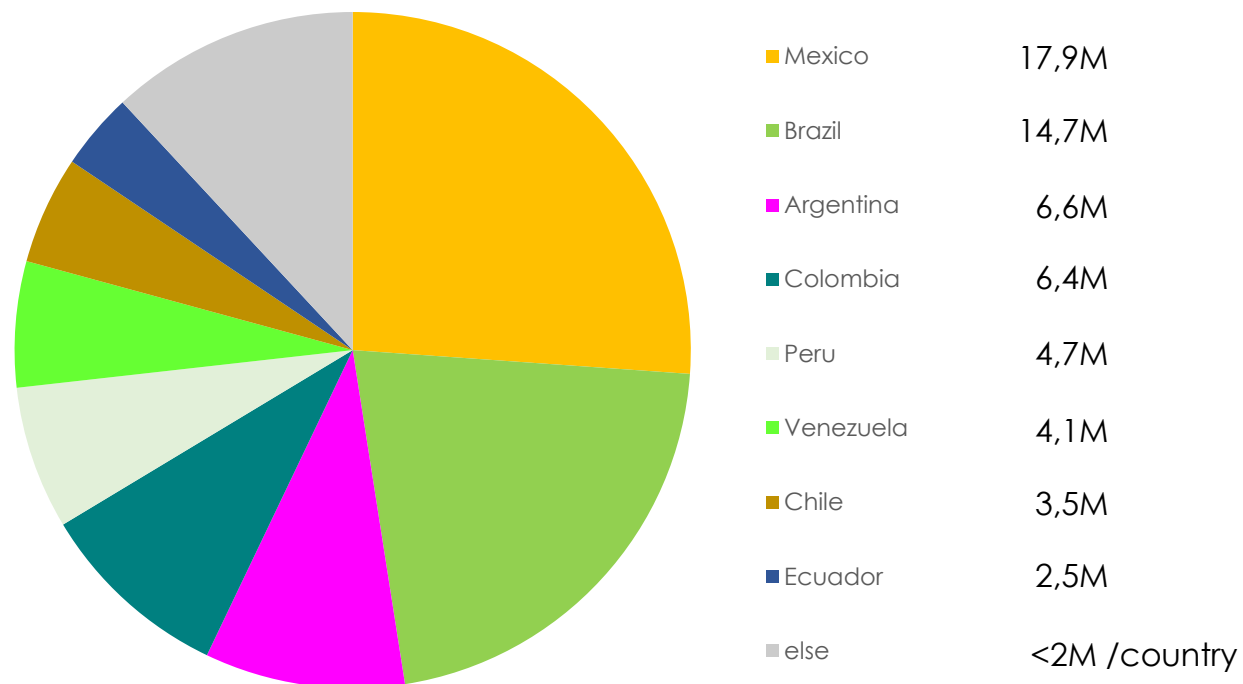
NUMBER OF PAGE VIEWS IN LATAM: COUNTRY BREAKDOWN



68M page views in LATAM

20 Latin American countries

- Argentina
- Bolivia
- Brazil
- Chile
- Colombia
- Costa Rica
- Cuba
- Dominican Republic
- Ecuador
- El Salvador
- Guatemala
- Honduras
- Mexico
- Nicaragua
- Panama
- Paraguay
- Peru
- Puerto Rico
- Uruguay
- Venezuela



Advertising rates 2016 – CCM PAN EURO



Offer 3 countries : UK – Allemagne – France
6 M pages impressions
1 mois
Rate = 30 000 EUR

Offer 5 countries : UK – Allemagne – France – Italie – Espagne
10 M pages impressions
1 mois
Rate = 50 000 EUR

Advertising rates 2016 – CCM LATAM



Offer 3 countries : Mexique – Argentine - Brésil
6 M pages impressions
1 mois
Rate = 25 000 USD

Offer all countries LATAM :
30 M pages impressions
1 mois
Rate = 120 000 USD

CCM is trusted by an audience of 50 million
enterprise-level
IT managers and techy consumers for industry
insight, a peer perspective on IT leadership
and real-world strategies for implementing
technology solutions in 50 countries.