



Home Technology Network

Your portal to connectivity

2008 Media Kit



“Seventy-seven percent of consumer electronics (CE) purchases were influenced by Internet research. Of the total \$32.5 billion spent on CE products, online research influenced a striking 77% or \$25.1 billion. Consumers naturally want to make informed CE buying decisions and we found they are turning to the Internet for their research.”

Senior Director of Market Research Tim Herbert, CEA

“Affluent consumers in the US were early Internet adopters...according to an October 2006 study by BIG research and Home Electronics Journal... the study found that 93% of US affluent consumers research upcoming consumer electronics purchases [online]...”

James Belcher, Senior Analyst, eMarketer



Flagship Sites



www.AVSforum.com

Consumer Targeted
Over 6million unique users monthly*
Generates 33million page views*
Rated #43 on PC World's "100 Best Products of 2007"
Rated #2 website of 2007 by PC World (2nd only to Google)
98% male users
68% have a home theater
valued over \$5000**



www.HomeTheaterForum.com

Ranks #3 on Google for search words "Home Theater"
Ranks #9 on Yahoo! for search words "Home Theater"
1 million+ monthly page views
300,000+ monthly unique visitors
93% Male
Median Age 38
Over 70% Home Owners



www.eCoustics.com

10 million+ page views per month
2 million unique visitors
Ranks 13,109 on Alexa
Channel specific targeting
75,000+ opt-in subscriber newsletter list



www.TechLore.com

Consumer Targeted
750,000+ Page Views Per Month
100,000+ Monthly Unique Visitors
75% Male Users
Median age 43
90% Home Owners

Multiple Sites. One Bill. One Contact. Easy Optimization.

The Home Technology Network Difference

Home Technology Network (HTN) provides advertisers with an audience that is 100% targeted to CE shoppers with strong purchasing power looking for more information that will directly influence their next purchase decision. With a concentration in **Home Theater**, **Portable Technologies** and **Early Adopter Gadgets**, HTN provides its audience with space to aggregate on the web and gain insight from industry professionals and enthusiasts alike and share peer-to-peer knowledge and information during their vital research process.

With over 10 million unique users, HTN generates over 60 million page views per month of editorial content, news, product reviews, and forums.

For more information on how HTN can help market and sell your brand, contact our Sales Department at (630) 858-8084 or sales@capablenet.com



Advertising Opportunities

Banner Ads

HTN offers Rich Media and Standard banner advertisements as approved by the IAB concentrating efforts on 728x90's, 160x600's, and 300x250's. Custom Banner Sizes Also Available.

Newsletters

Reach an opt-in subscriber list of over 200,000 with Targeted HTML newsletters offered by eCoustics, TiVoCommunity, Sling Community, TechLore and more.

Surveys and Contests

HTN offers custom contests and polls. Both offer lead generation with guarantees as well as a summation report and white paper for surveys. Costs vary by site.

Custom Micro-sites and User Communities

HTN's parent company, Capable Networks, has been building and operating successful product specific user communities in the CE / Home Theater Space for over 4 years. Utilize our custom software platform to create a unique micro site for your brand, or partner with us to build a state of the art User Community and control your messaging with minimal liability and no IT overhead.

Other Opportunities

HTN wants to break through the clutter with your campaign to effectively realize your marketing goal. We always look forward to challenging, new, and unique ways to deliver high impact messaging.

Demographic Information

Electronics Purchasing*



92% have purchased over \$1000 in consumer electronics in the last 12 months



54% own at least one Plasma/LCD/DLP television, and 65% plan to buy in the next 12 months



75% have home audio systems valued at over \$1500 and 78% plan to upgrade their system in the next 12 months



38% have whole-house or multi-zone audio, and 89% plan on upgrading their systems

Consumer Network Demographics*

Monthly Unique Users	10,000,000+
Monthly Page Views	60,000,000+
Average HHI	\$92,000
Gender	89% Male 11% Female
Average Age	38
Education	14 years
Home Owners	89%
Median Home Price	\$327,000

**Network Survey, January 2007: 4,437 respondents*

CURRENT SITE LIST



AVS Forum

www.AVSForum.com



eCoustics

www.eCoustics.com



TechLore

www.TechLore.com



Home Theater Forum

www.HomeTheaterForum.com



TiVo Community

www.TiVoCommunity.com



Remote Central

www.RemoteCentral.com



DBS Talk

www.DBStalk.com



Sling Community

www.SlingCommunity.com



DVRplayground

www.DVRplayground.com



Robo Community

www.RoboCommunity.com



My Digital Entertainer

www.MyDigitalEntertainer.com



Drobo Space

www.DroboSpace.com



Presto Place

www.PrestoPlace.com



Sansa Community

www.SansaCommunity.com



Monster Community

www.MonsterCommunity.com



2015 Spring Road, Suite 265
Oak Brook, IL 60523

630.858.8084
FAX 630.203.8102