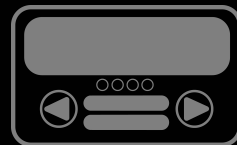


mobile™

MAGAZINE

The future is mobile.



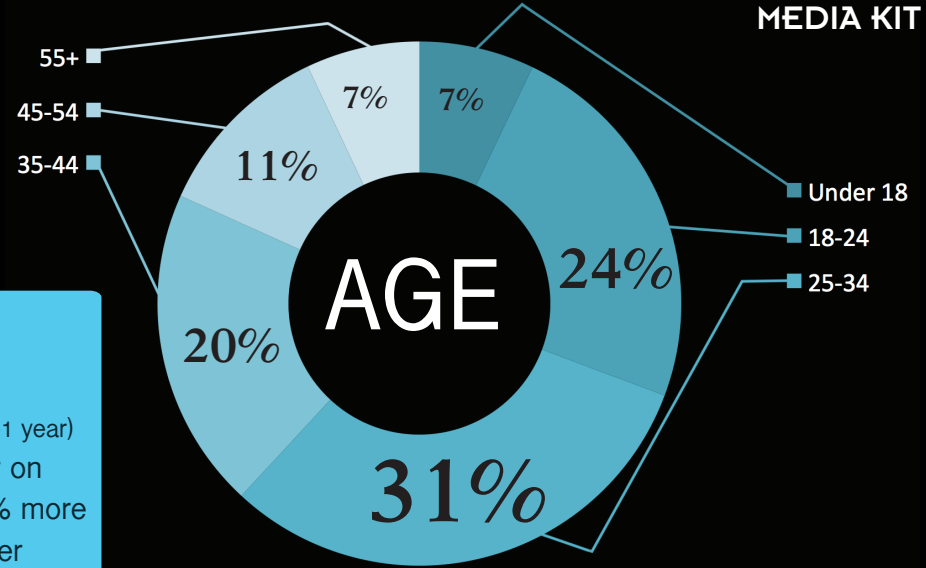
2011
MEDIA KIT

READER DEMOGRAPHICS

Mobile Magazine covers all facets of everything related to the latest gadgets, smartphones and tablets, to innovative technologies, hybrid cars, and medical implants. Our readers being primarily in the 18-44 range have a strong interest in science and technology.

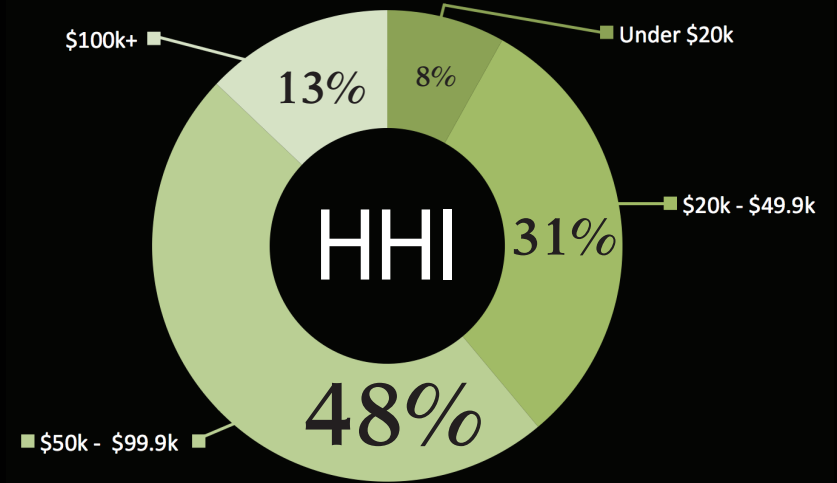
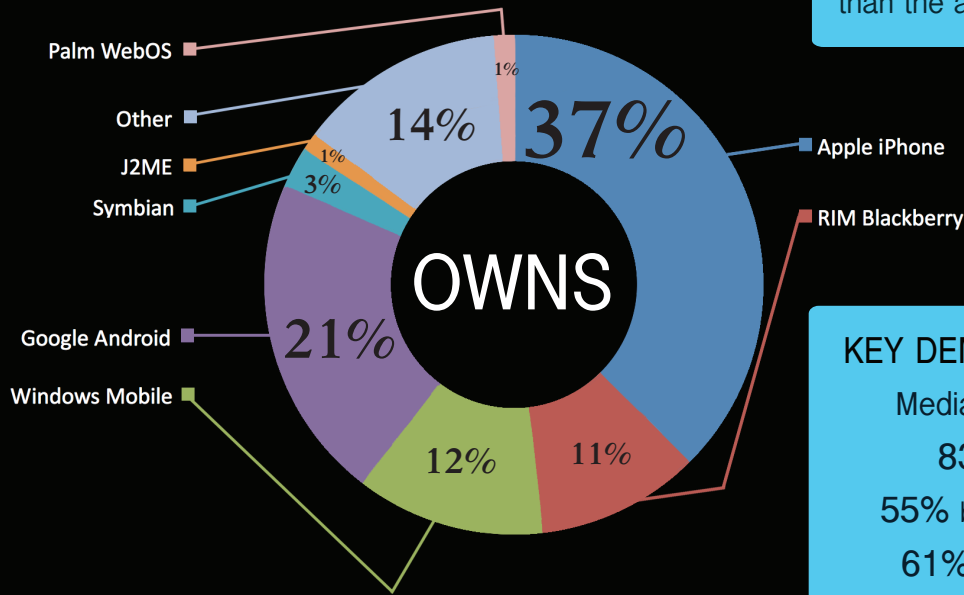
BUYING HABITS

- 60% buy mobile apps
- 84% will buy a tablet (+/-1 year)
- 73% spend \$2,500/year on portable electronics, 110% more than the average consumer



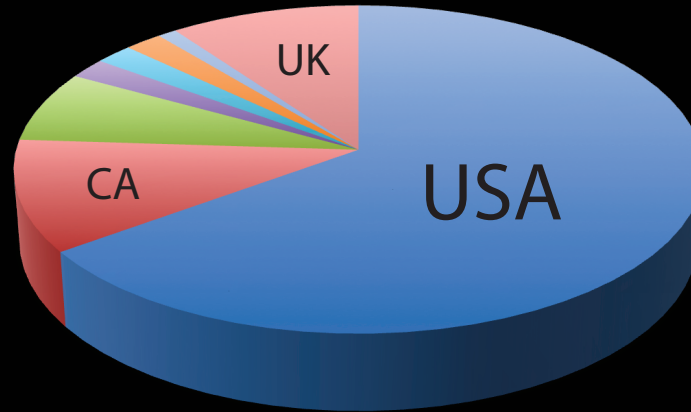
KEY DEMOGRAPHICS

- Median Age: 27
- 83% Male
- 55% between 18-34
- 61% earn \$50k+
- 81% own an a Smartphone



WEBSITE STATS

Mobile Magazine launched in December 2000 and since then has been growing steadily in readership each year. Our online web presence is vast and spans throughout the world.



KEY FIGURES

- 9.5 Million Monthly Impressions
- 753,801 Unique Visits Per Month
- 317,024 Average Visits Per Day
- 12 Pages Per Visit Average

VISITS BY COUNTRY

65%	United States
11%	Canada
7%	Great Britain
2%	India
2%	Australia
2%	Germany
1%	China
10%	Other

TOP INBOUND REQUESTS

- 1 iphone 5
- 2 psn
- 3 htc sensation
- 4 jailbreak 4.3.1
- 5 asus transformer
- 6 flynano
- 7 cisco systems
- 8 mobile magazine
- 9 jailbreak ipad
- 10 apple
- 11 mobilehunt
- 12 asus eee pad transformer
- 13 white iphone 4
- 14 white iphone 4
- 15 ps3 network down
- 16 psn down
- 17 jailbreak iphone
- 18 samsung galaxy tab
- 19 4.3 jailbreak
- 20 htc evo 3d
- 21 nexus s review

*April 2011 Analytics Data