



Target and Reach Enterprise-Level  
Open Source, Development, and IT Professionals

## The Numbers Prove It: OSDN delivers Buyers

According to the Nielsen//  
NetRatings @Plan Summer 2004  
survey,

**OSDN Consistently Ranks Number  
One for Delivering Visitors Who:**

- Look for [Technology News online](#)
- Have [Purchased Hardware Online](#) in the past 6 months
- Have [Purchased Software Online](#) in the past 6 months
- Have [Purchased Home Electronics Online](#) in the past 6 months
- Look for [Product Reviews Online](#)
- [Download Software](#)

**A Desirable Demographic Group:**

- Average age: 35 years
- College degree or more: 60%
- Post graduate degree: 22%
- \$74,772 average income

**Are Active Online Shoppers:**

- Made online purchases in the last 6 months: 93%
- Made online purchases in the last 30 days: 76%

**Own Consumer Goods:**

- PDA/Handheld: 44%
- Game console: 52%
- Digital camera: 71%
- DVD player: 81%
- Big screen TV: 43%
- CD-burner: 89%

**Buy High-Tech Goods:**

In the past 12 months, OSDN users have bought:

- Hardware for work: 52%
- Hardware for home: 86%
- Software for work: 43%
- Software for home: 73%

**Own High-Tech Goods:**

- Own at least one home computer: 100%
- Have been online for 3+ years: 98%
- Have broadband access: 94%

Partner with OSDN to tap into a highly-proactive audience seeking news, community and product information.

Contact us today to find out how OSDN can help you leverage the strength of our network to meet your marketing goals:  
<http://advertising.osdn.com>

\*Source: Nielsen//NetRatings @Plan, Summer 2004; All rankings based on composition