



## Tom's Hardware Guide - Turkey

- Media Kit -

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## About Us

Welcome to the Turkish edition of Tom's Hardware Guide, that is the world's most respectful and trustworthy independent online magazine covering Information Technologies. We offer high grade and detailed articles and news about IT products and subjects for the end users, enthusiasts, professionals, academicians, even geeks and the pioneer developers of the industry.

Tom's Hardware Guide Turkish edition is continuing to offer top quality content since its becoming online on May 2002. Global and local resources are mutually blended on the site and tailored carefully for the interests and needs of the Turkish readers and community. Impression rates and demographic distribution of our readers and community members guarantee the Tom's Hardware Guide – Turkey to be one of the best places to be present for the business leaders, newcomers, best wannabes who want to be in contact all the time with the right audience.

## Offered Services

- IT Products/Services reviewing and testing – Free of charge, scheduling needed
- Publishing your press release briefs as news – Free of charge, content moderated
- Communicate with community via Turkish TGForumz – Free of charge, adverting prohibited
- Website and mailing list advertising – Charges apply, free for non-profits, barter may apply
- Sponsorship to sections - Charges apply, free for non-profits, barter may apply
- Author/Editor/Reporter visits on place – Compensation charges may apply, scheduling needed

## Local Editorial Team

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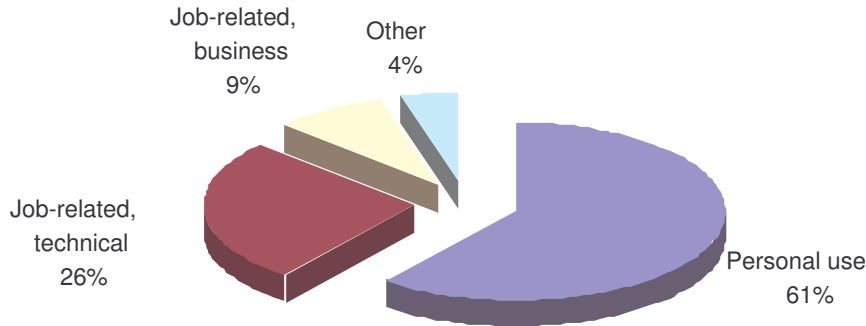
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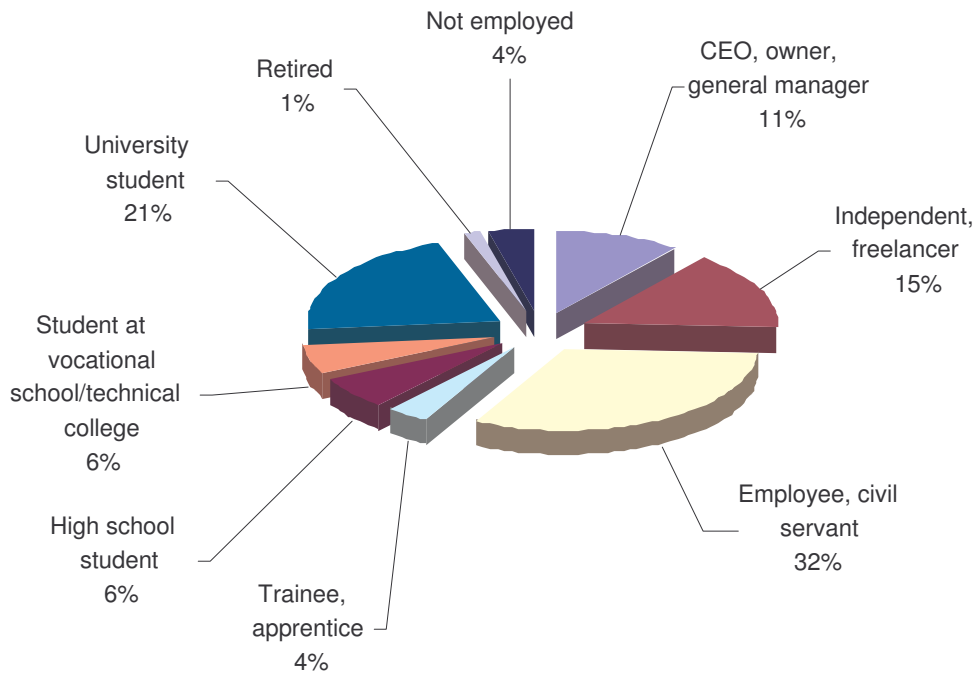


## Brief Reader Demographics (based on user survey)

### Purpose of use

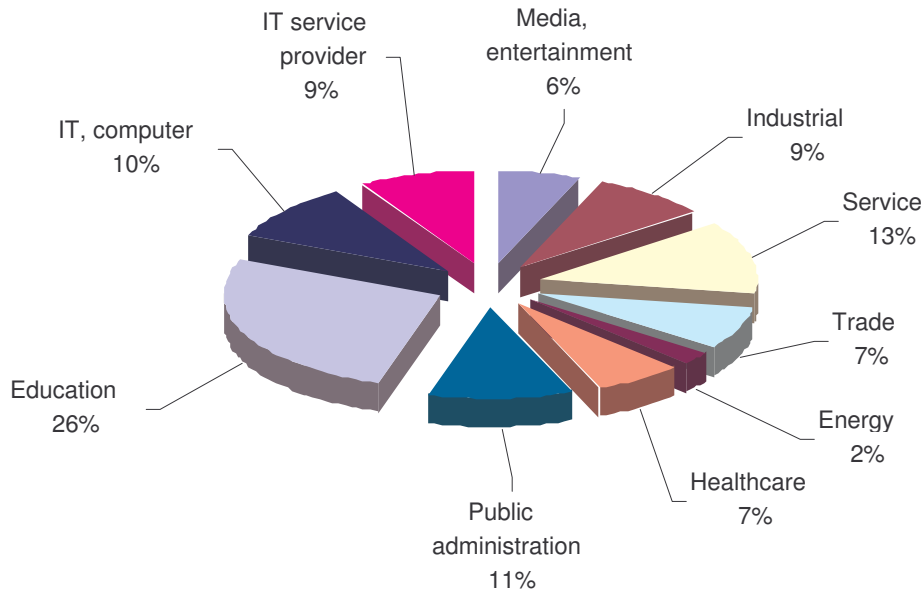


### Job Description

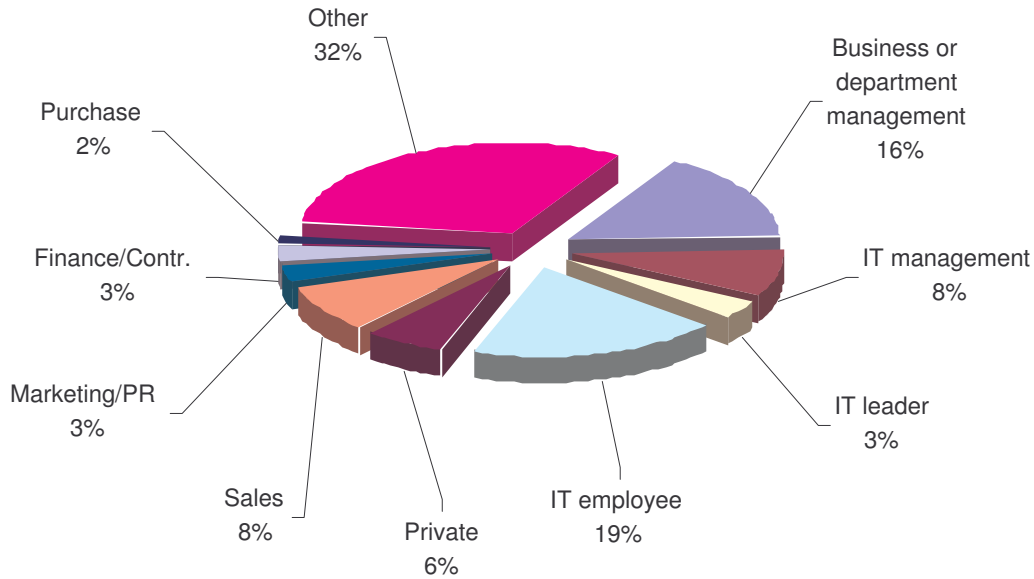




## Industry Sector of the Employed

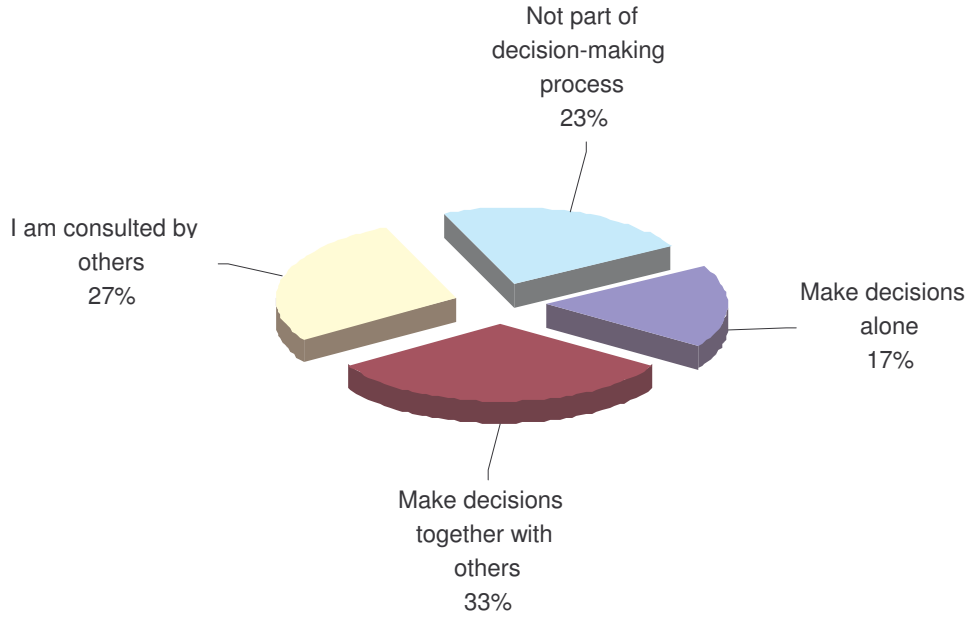


## Job Function of the Employed





### IT Decision Making at Workplace



### Brief Site Statistics (some based on Google™ Analytics)

<b>Average daily unique visitors</b>	7,753
<b>Average pageviews per visitor</b>	4,53
<b>Average visits per day</b>	9,039
<b>Average time spent on site</b>	14 min 12 sec
<b>Average pageviews per day</b>	43,322
<b>Average New visitors</b>	66.26%
<b>Turkish TGForumz</b> (6th March, 06)	12,750 members
<b>Newsletter</b> (6th March, 06)	11,350 subscribers
<b>Visitors' top 3 countries</b>	Turkey – 94.55% Germany – 1.21% U.S.A – 0.49%



## Advertising Media Types

### Banner Types

#### Standard

**standard 468x60 px**

- Accross all pages on top, bottom, middle of the context, and on top of the newsletter
- Maximum file size 25 kB.

#### Leaderboard

**leaderboard 728x90 px**

- Accross all pages on top
- Maximum file size 25 kB.

#### XL Leaderboard

**XL leaderboard 925x120 px**

- Accross all pages on top except Turkish TGForumz
- Maximum file size 30 kB

#### Small

**small  
125x60 px**

- On the right column accross all pages.
- On the left column accross all pages except Turkish TGForumz.
- Maximum file size 20 kB.

#### Square

**square  
125x125 px**

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- On the left column accross all pages except Turkish TGForumz.
- Maximum file size 25 kB.



**skyscraper**  
120x600 px

**wide  
skyscraper**  
160x600 px

**vertical  
banner**  
125x250 px

### Skyscraper

- On the right column accross all pages.
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### Wide Skyscraper

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### Vertical

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- On the left column accross all pages except Turkish TGForumz.
- Maximum file size 25 kB.

### Rectangle

**rectangle**  
300x250 px

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- Maximum file size 30 kB.



## Text Link

[Tom's Hardware Guide](#)  
Best IT reviews online!

- Accross all pages on the right column.
- Maximum 50 caharacters including 1 hyperlink

## Sponsorship

- Please contact for more information and advices

## ***Accepted Formats***

GIF (also w/unlimited looping), JPEG, HTML, JavaScript, I-Frames, Flash 5.00/Shockwave (also w/unlimited looping, expanding)

## ***Not Accepted Formats***

Pop-up, floating  
Sound w/o user interaction

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