

Site Profile & Demographics

Site: Active Network

ActiveWin.com is aimed for individuals and businesses that are in search of the latest Microsoft Product information. We provide news and content regarding Microsoft Windows 95, 98, Millennium, NT, 2000, XP and .Net as well as the Xbox console and all Microsoft products: daily news, download software, developer interviews, tips, tricks, registry information, FAQs, bugs, fixes, technical support, multimedia files and more. In addition, ActiveWin.com tailors to a variety of different users with diverse needs while providing up-to-date information on the latest Microsoft Windows compatible software and hardware, including: reviews, screenshots, downloads, news and more. Our hardware news section is updated daily and provides users with the latest happenings in the industry. ActiveXbox.com provides gaming enthusiasts with the latest information about Microsoft's new gaming console and accompanying games, together with: news, previews, interviews, contests and more. With ActiveDVD we provide reviews on the latest DVD releases accompanied by information on DVD hardware, software and DVD industry news. Our audience is Internet and tech savvy (see Demographics) which can provide a high ROI for advertising campaigns as well as supplying significant input and feedback on product reviews.

URL: www.activewin.com / www.activexbox.com

User Profile: (Portfolio Tracker Statistics)

Gender

Male	99%
Female	1%

Age

Under 18	6%
18-25	34%
26-35	36%
36-45	12%
46-55	7%
Over 55	5%

Education

Still in Public/Private	5%
High School Diploma	17%
College Student	27%
College Graduate	41%
Master's Degree	8%
PhD	2%

Annual Income

Up to \$24,999	32%
\$25,000 - \$49,999	28%
\$50,000 to \$99,999	29%
Over \$100,000 to \$199,999	9%
Over \$200,000	2%

Geographic Location

North America	73%
South America	1%
Europe	17%
Asia	4%
Africa	1%
Pacific/Oceania	4%

Geographic Location

Mideast	5%
Southeast	14%
Midwest	22%
Southwest	17%
Northwest	9%
Northeast	26%
Alaska/Hawaii/Other	7%

Household Size

One	25%
Two	26%
Three – Four	40%
Over Five	9%

Computer Skills

Basic	2%
Intermediate	22%
Advanced	76%

Tech Jobs

Webmaster/Site Admin:	11%
LAN/Network Admin:	14%
IT Pro:	47%
MIS Executive:	2%
Chief Information Officer:	3%
Other:	23%

Percent who use DVD Multimedia 77%

Percent who use MP3 Audio 81%

Percent that do personal finance over the Internet 67%

Percent who work in technology related industry 67%

Have ActiveWin.Com book marked in browser 88%

Use Graphic Products (Corel, Adobe, etc.) 62%

Own an Xbox 23%

Plan to Own an Xbox 23%

Have Been Visiting Active Network 1 Year or Greater 82%

Visit ActiveWin.com

From Home	31%
From Business/School	5%
From Both	64%

Visit ActiveWin.com

Several Times a Day	50%
Once a Day	37%
Every Other Day	9%
Once a Week	2%
Rarely/As Needed	2%

Online Usage (hours per week)

1 - 5	4%
6 - 10	16%
11 - 25	30%
Over 26	50%

Operating System

Windows 2000	18%
Windows XP	70%
Windows ME	3%
Windows NT	2%
Windows 98	4%
Windows 95 or Earlier	.5%
Windows .NET Server	1%
Mac	.5%
Unix/Linux/Other	1%

Psycho Graphic Profile:

The vast majority of Active Win users are highly computer and Internet literate with significant purchasing power in the software and hardware Industry.