We help people get the most out of technology. They come with questions, and we provide trusted, clear, actionable answers – without the jargon.

**AN INTENT-DRIVEN AUDIENCE**

- **10MM** Monthly UVs
- **$101K** Average HHI
- **59%/41%** Female/Male Split

**REACHING WOMEN AND TECH INFLUENCERS WITH SPENDING POWER**

- **35%** More likely to reach women with HHI $200K+
- **2.5X** More Likely to be a Corporate Executive
- **$3.3B** Spent on Tech Online in the Past 6 Months

**PEOPLE VISIT LIFEWIRE WITH A UNIQUE PURPOSE**

- **11%** Low duplication with competitors
- **4%** Wired
- **13%** PCWorld
- **13%** TechCrunch

**LIFEWIRE CONTENT FOLLOWS THE LIFE CYCLE OF TECHNOLOGY**

- **HOW TO**
- **FIX**
- **BUY**
- **DO MORE**

**FASTEST GROWING SITE IN ITS CATEGORY**

- **+197%** Since October 2016 launch

Source: comScore (January 2018); Source: comScore Plan Metrix (3-month average, November 2017)