

01NET: First site in new technologies



www.01net.com

Source: NNR May 2008, Smart adserver May 2008

01net answers the expectations of Internet users for whom technologies are a center of personal or professional interest.

Environments:

- Digital Lifestyle
- Men

The current traffic figures: (May 2008)

- Unique Users: 5.600.000
- Visits: 26.400.000
- PIs: 30.800.000

01NET: user demographics

	Percentage %	Index: total population = 100
Gender		
Male	67,0	128
Female	33,0	69
Age		
12 up to 24 years	14,0	76
25 up to 34 years	22,0	128
35 up to 49 years	35,0	111
50 up to 64 years	23,0	118
65 years and older	5,0	124
Education		
Associate degree	19,0	109
Bachelor's degree	17,0	103
Post graduate degree	22,0	125
Occupation		
Executive or managerial	24,0	116
Clerical or administrative	14,0	118
Household income (Euro)		
under 18.000	9,0	129
18.001 up to 270.000	20,0	121
27.001 up to 36.000	21,0	101
36.001 up to 54.000	29,0	92
54.001 up to 72.000	11,0	83
72.001 Euro and more	8,0	91

Talk to us ...



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