

COMPUTERWORLD.COM REACHES THE LARGEST IT AUDIENCE

Framingham, Mass.—July 26, 2010—IDG’s [Computerworld](#), the leading IT media brand dedicated to providing peer perspective, IT leadership and business results, reports that [Computerworld.com](#) had 3.97 million unique visitors worldwide in June. This reflects an increase of 65% since January 2010, and a 28% increase since February 2010 when Computerworld.com began participating in comScore’s unified digital measurement reporting.* Computerworld.com’s U.S. audience numbers for June show a 225% increase since January with a total audience of 2.00 million unique visitors.

comScore Audience Data for Computerworld.com (in millions)

Site	January	February	March	April	May	June
Worldwide	2.41	3.11	3.12	3.45	3.43	3.97
U.S.	0.62	1.52	1.46	1.66	1.51	2.00

comScore’s reporting also reveals that Computerworld.com reaches more than three times the audience of its competitors in the IT category.

comScore Audience Data, June 2010 (in millions)

Site	U.S. Audience	WW Audience	% Reach
Computerworld	2.00	3.93	32%
InformationWeek	0.54	0.78	6%
eWeek	0.32	1.10	9%

“These numbers reflect our online focus, and the investments we continue to make in our sites,” said Michael Friedenber, president and CEO of IDG Enterprise, Computerworld’s parent company. “IDG is dedicated to being a digital-centric media company, and Computerworld is leading the charge in expanding its reach to the IT focused audience.”

Computerworld’s internal Omniture numbers, validating this extensive reach, shows Computerworld.com served 9.3 million page views to 3.6 million unique visitors in June 2010.

“Computerworld.com is the largest and most trusted online resource providing IT news, analysis and peer-based experience and critical advice to an audience of discerning Sr. IT managers with purchase authority,” said John Amato, publisher of Computerworld. “Our recent site redesign, and focus on content and user experience, will continue to provide our advertisers with the greatest reach to this target audience.”

*comScore’s unified digital measurement (UDM) methodology combines traditional census-level web analytics data with comScore’s panel-based audience measurement data to provide a more accurate picture of online audience size and composition. IDG transitioned to comScore’s UDM methodology in February 2010. Certain data trends are based on a comparison of UDM to non-UDM data and may include inorganic growth due to the change in methodology.

About Computerworld

Computerworld is the leading source of technology news and information for IT influencers

worldwide, providing peer perspective, IT leadership and business results. Computerworld's award-winning Web site (<http://www.computerworld.com>), bi-weekly publication, focused conference series and custom research forms the hub of the world's largest (40+ edition) global IT media network. In the past five years alone, Computerworld has won more than 100 awards, including 13 American Society of Business Publication Editors (ASBPE) awards in 2009, the 2009 Best Blog from the Neal awards, and 2006 Best Overall Web Publication from ASBPE. Computerworld is published by IDG Enterprise, a subsidiary of International Data Group (IDG), the world's leading media, events, and research company. Company information is available at www.idgenterprise.com.

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