

DATE

January 22, 2014

SECTORS

Media & Telecom

DEAL LOCATIONS



DEAL TEAM



Frank Cordek
Director

DC Advisory advised BuyerZone on its sale to TechMedia (now known as Purch)

BUYERZONE



OVERVIEW

Since 1992, **BuyerZone** has helped connect millions of businesses with thousands of quality sellers for hundreds of products and services. Buyers receive free price quotes from sellers who best meet their needs.

- BuyerZone's lead generation programs provide sellers with cost-effective, easy-to-implement and results-focused solutions that deliver leads from prospective buyers at every stage of the purchasing cycle
- At the time of the transaction, BuyerZone facilitated 7 million leads and tens of billions of dollars in transactions. It connected more than one million buyers and 8,500 sellers in its network, with categories including business phone systems, POS systems, copiers, payroll services and security systems

TechMedia Network is one of the largest, most respected technology and science media companies in the world, with a global audience of more than 72 million engaged tech and science enthusiasts visiting its brands each month.

- Through its award-winning portfolio of premium, original tech and science content, featuring category leaders like Tom's Hardware, LAPTOP, Tom's Guide, LiveScience and SPACE.com, its active and loyal user communities and its proprietary reviews platform TopTenREVIEWS, TechMedia Network provides tailored media experiences and personalized purchase recommendations to technology consumers across the globe
- This unique combination of Content, Community and Commerce enables TechMedia

Network to deliver customizable advertising solutions in highly specialized environments, making it possible for advertisers to individually engage tech consumers with relevant content and commerce experiences, at scale

OUTCOME

- With this acquisition, TechMedia Network continues to expand its ability to both drive and simplify complex purchase decisions for end-users through an industry-unique combination of Content, Community, and Commerce