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Consumerist	io9
Deadspin	Jalopnik
Defamer	Jezebel
Gawker	Kotaku
Gizmodo	Lifehacker
	Valleywag



## About

io9 is strung out on Sci-Fi. Part adoring fan and part discerning critic, the site appeals to both the hardcore obsessive and the generally curious. An ideal platform for many tech and entertainment brands, io9 bridges the gap between gawking and geeking out.

## Brands



## Recent Buzz

**Wired: Unleash Your Inner Mad Scientist, Win a Trip to China** The sci-fi blogosphere is buzzing with news of io9's Mad Science Contest. Participants are asked to build a real lifeform. The winner will get an all-expense paid trip to Hong Kong for the Synthetic Biology Conference.

**SF Bay Guardian: Nine Years of Everything** With the impressive growth of io9, editor Annalee Newitz announces she'll be retiring her weekly print column to focus primarily on io9.

**USA Today: WALL-E Turns Animation on Its Head** io9 editor Annalee Newitz speaks to the merits of Pixar's latest hit, WALL-E, a 3D robot love story.

**National Post: Female Trekkies** io9 Editor Annalee Newitz defends the term 'geek' in an article about diehard Sex and the City fans.

**Entertainment Weekly: Wit's End and Other Jaunts Across Pop-Culture Boundaries** io9 editor Annalee Newitz gives her rave review of Karen Joy Fowler's newest book, 'Wit's End.'

## Audience

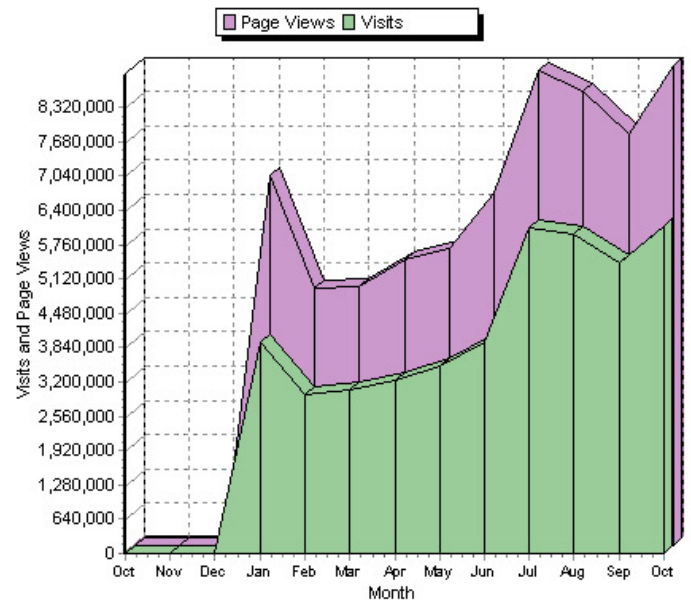
1.4 million monthly uniques

64% are 18-34

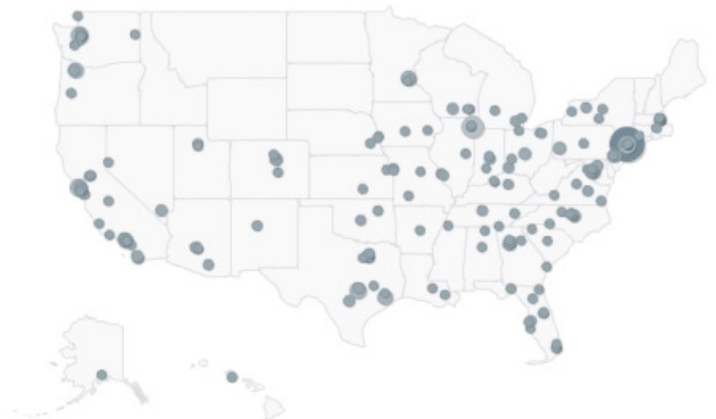
80% are male

## Traffic

Chart view: WEEK MONTH YEAR



## Geographic Distribution



! People who bought io9 also bought: [Gizmodo](#), [Lifehacker](#), [Valleywag](#), [Jalopnik](#)

"an entertaining stew of science-fiction goodness"  
-New York Times

"I LIKE IT ALREADY"  
-William Gibson

"Annalee Newitz's science-fiction obsession suits her well as she steps to the helm of io9, the new Gawker Media blog that tackles futurism and sci-fi."  
-Wired

"io9, fucking rules! Even if it does encourage my geekdom and probably negatively impact my chances of getting a date."  
-An io9 Reader

"this is going to be a must-read for any [sci-fi] genre fan"  
-SciFi Scanner

