

***We are PhoneArena!***

# Why PhoneArena?

Launched back in 2001 **PhoneArena.com** is the most convenient and effective way to reach prospective technology buyers. PhoneArena is among the most trusted sources for technology news, in-depth reviews and mobile trends analysis. PhoneArena provides marketers with the easiest method of reaching and effectively engaging technology audience and accelerates media planning and buying process.

## Direct Partnership benefits:

### Cost effectiveness

With direct buys, marketers are the beneficiaries of substantial economic efficiencies thus eliminating intermediary fees which ad agencies are charging and ensuring higher ROI.

### We know our audience best

Knowing well our own audience's behavior, PhoneArena is able to support marketer's campaign planning process by providing valuable information. Your needs and goals will be taken into consideration and your campaign will be executed in a manner corresponding with our audience's behavior. While agencies are only working and making estimates based on general figures and huge network performance data available through general statistics – **we just know what the best way is to deliver the right message to the right people.**

# Why PhoneArena?

## Attention to detail:

We carefully examine every aspect of your project to determine the proper approach and ensure delivery of solutions with great effectiveness by **humanly monitoring campaigns' performance on regular basis** guaranteeing highest optimization.

## Unique content:

- ★ Over **300 in-depth** reviews annually.
- ★ Thousands of unique stories and exclusive news.
- ★ Global live events coverage – Live Blogging and Video right from the show floor.

# Our audience

## Reach:

- ★ **26 million** monthly readers
- ★ **65 million** page views

## Engagement:

- ★ **6.5 minutes per visitor**
- ★ **3 pages per visitor**

## Influence:

- ★ **96%** are asked for advice on computers, CE or mobile phones
- ★ **10** Median # of people who come to them for advice
- ★ **83%** like to help others learn about & choose the right tech products
- ★ **37%** post/comment on online ratings/reviews

## Buyer profile:

- ★ **57%** consulted PhoneArena before making a purchase in the past 12 months
- ★ **36%** purchased a product after seeing an ad on our site
- ★ **74%** plan to buy a Smart Phone

## Demographics:

- ★ Average age: **27**
- ★ Average HH income: **\$87 000**
- ★ **90%** Male – **10%** Female
- ★ **74%** attended college

## Business profile:

- ★ **60%** involved in business mobile decisions
- ★ **26%** Executive
- ★ **40%** IT job function
- ★ **57%** SMB(<500 employees)
- ★ **44%** Enterprise (500+ employees)

# Our advertisers





es of MWC 2015: PhoneArena Awards  
Nick T.  
Android + Awards + Lenovo + MWC2015 +

Like they say, time is in the mobile world. Before we do that, however, we leave Nerdland behind. And if you've been following us, the best phones we saw at MWC 2015. And if you've been following us, we saw dozens of new handsets on display during the show. Nevertheless, it took us just a few minutes to pick our favorites.

## Samsung Galaxy S6 and S6 edge

No surprises at the top spot, folks. Without a doubt, the most exciting smartphones announced at MWC were the Samsung Galaxy S6 and the Galaxy S6 edge – Samsung's new flagship Android phones. And why would they not deserve to be ranked numero uno? Built of glass and metal, the two phones grab your attention the moment you see them. At that, the S6 edge is even better than its counterpart thanks to its dual-curved display – a truly outstanding design feature. But what's inside them also counts. Specs-wise, the Samsung Galaxy S6 and S6 edge stand on the top of the Android food chain. With their QHD displays, octa-core Exynos SoCs, ultra-fast storage, 3GB of energy-efficient RAM, and, no less importantly, their 16MP optically stabilized cameras, these are the new Android phones to beat.



# Our work

Home > News > Waiting for the Android 5.1 update on your device? You're not alone, here's how Google manages updates

## Waiting for the Android 5.1 update on your device? You're not alone, here's how Google manages updates

Posted: 14 Mar 2015, 04:19, by Maxwell R.

Tags: Android + Software updates + Google +



Android 5.1 Lollipop

If you keep hitting "check for updates" on your phone, you're not alone. It's a common problem, and stressing your fingers by repeatedly hitting a floor button on an elephant's back is not the best way to clear Google Service Framework data. In fact, it can actually hurt your chances of getting an update.



## Best smartphones

Posted: 06 Mar 2015, 06:45, by HTC

Tags: Samsung + HTC

## Videos



## The Power of Your Fingerprint to Change the World of Smartphones

Posted: 17 Nov 2014, 00:40, by Huawei

Tags: Huawei +



## Samsung Galaxy S5 Review

Posted: 07 Apr 2014, 23:01, by Ray S

Tags: T-Mobile + AT&T + Verizon + Sprint + Samsung + Android +



Introduction  
For a few years now, Samsung has been the dominant player on the Android smartphone market. Ever since the Galaxy S II, the giant from South Korea has established itself as a relentless alpha that is in no way willing to share the prey with others. Instead, other companies have been left fighting over the leftovers, fighting for survival in this Samsung world.

Such is the market landscape in early 2014, but it seems like we're starting to see the first signs indicating that this unbalanced status quo may be coming to an end. Some of the major Android competitors, like Sony or HTC, for example, are beginning to gain momentum with consistently strong offerings such as the Xperia Z2 and the One (M8), while it feels like the announcement of Samsung's Galaxy S5 earlier this year couldn't really spark the massive media and consumer hysteria that usually accompanies Galaxy S phone launches. Could 2014 really be the beginning of the end for Samsung's Android hegemony? Has the company finally grown

DESIGN	Smart phone
Device type:	Android (5.0, 4.4)
OS:	Android (5.0, 4.4)
Dimensions:	6.04 x 3.09 x 0.33 inches (153.5 x 78.6 x 8.5 mm)
Weight:	6.21 oz (176 g) <small>(the average is 4.8 oz (135 g))</small>

DISPLAY	Smart phone
Physical size:	5.7 inches
Resolution:	1440 x 2560 pixels
Pixel density:	515 ppi
Technology:	Super AMOLED
Screen-to-body ratio:	74.39 %

## CELL PHONE REVIEWS

MANUFACTURER	CARRIER	OS	FEATURES
Samsung	Verizon	Android phones	4 or 8-core processor
LG	AT&T	Android tablets	4.5" or bigger display
Motorola	Sprint	Windows phones	4" to 4.5" display
HTC	T-Mobile	Windows tablets	High pixel density display
Apple	MetroPCS	iOS	High resolution camera
Nokia	U.S. Cellular	BlackBerry	QWERTY keyboard
Sony	Cricket		
BlackBerry	Virgin Mobile		

### Motorola Moto E (2015) Review

The 2nd generation Moto E dishes up an even more droll worthy starting price tag of \$120 – a marginal...

### Acer Liquid Jade S

The Acer Liquid Jade S is Acer's new mid-range smartphone. It's positioned as a promising product of...

### Fitbit Charge HR Review

7.5

Recently, we got the chance to review one of its latest models, the Fitbit Charge – a decent offering.

## Nexus manages updates

ere's how Google

You're not alone

Like they say, time is in the mobile world. Before we do that, however, we leave Nerdland behind. And if you've been following us, the best phones we saw at MWC 2015. And if you've been following us, we saw dozens of new handsets on display during the show. Nevertheless, it took us just a few minutes to pick our favorites.

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# Advertising options

## Standard IAB zones:

- ★ 728x90
- ★ 970x250
- ★ 300x250
- ★ 300x600
- ★ 300x1050
- ★ 160x600

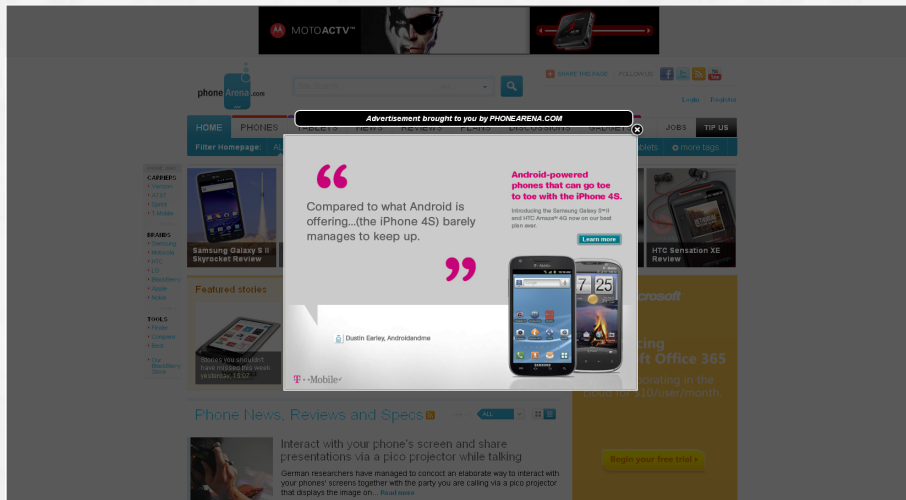
The image shows a screenshot of the phoneArena.com website with several advertising zones highlighted by blue boxes and labels:

- 728 x 90 px:** Located at the top of the main content area, above the 'MOST POPULAR STORIES' section.
- 160 x 600 px:** A vertical banner located on the right side of the main content area.
- 300 x 250 px:** Located in the right sidebar, below the 'RECENT ARTICLES' section.
- 728 x 90 px:** Located at the top of the footer area, above the navigation menu.

The website content includes sections like 'MOST POPULAR STORIES', 'RECENT ARTICLES', 'LATEST REVIEWS', and a navigation menu with categories like HOME, PHONES, TABLETS, NEWS, REVIEWS, VIDEOS, and TIP US. The footer also features a 'FILTER PAGE' section with various brand and OS filters.

# Advertising options

## ★ Welcome screens/Interstitials



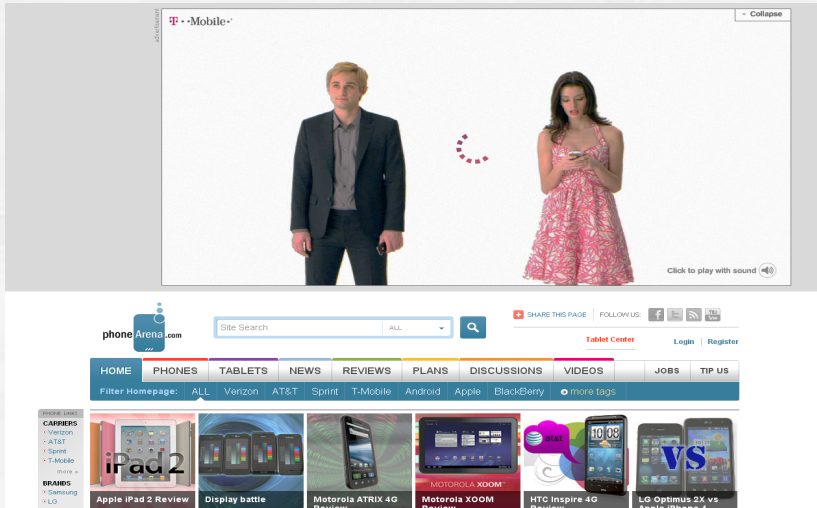
## ★ Wallpapers/Skins



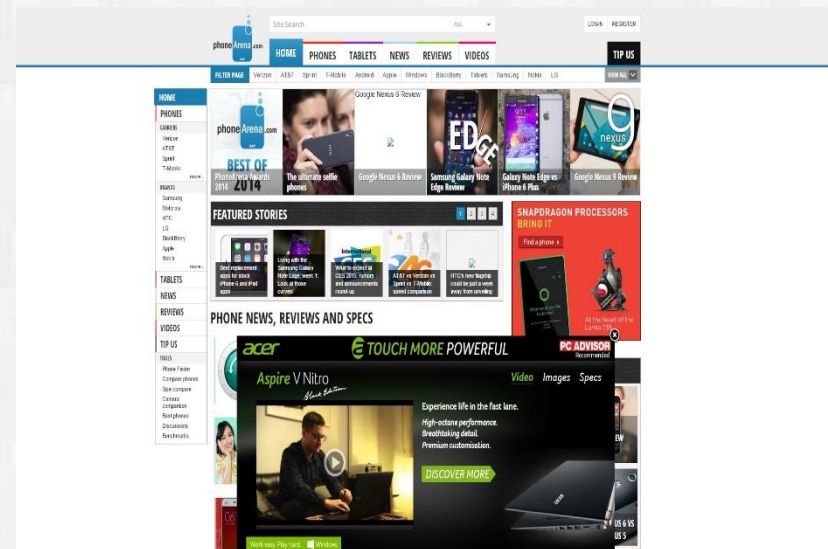


# Advertising options

## ★ Expandables



## ★ Footers/Expandable footers



# Advertising options

## ★ Custom units

phoneArena.com

Site Search [ALL] LOGIN REGISTER

HOME PHONES TABLETS NEWS REVIEWS VIDEOS TIP US

Home > Samsung phones > Samsung Galaxy S5

Samsung Galaxy S5 **Featured in BEST SMART** FOLLOW

Specs Rivals Reviews (51) News (490) Size 360° Benchmarks Video Pics

ANNOUNCED FEB 24, 2014 MARKET STATUS RELEASED RELEASE DATE MAR 27, 2014

DESIGN UNLOCK THIS CELLPHONE COMPARE

Device type: Smart phone  
OS: Android (5.0, 4.4.2) TouchWiz UI  
Dimensions: 5.59 x 2.85 x 0.32 inches (142 x 72.5 x 8.1 mm)  
Weight: 5.11 oz (145 g) (the average is 4.8 oz (138 g))  
Rugged: Water, Dust resistant  
IP certified: IP 67

DISPLAY

Physical size: 5.1 inches  
Resolution: 1080 x 1920 pixels  
Pixel density: 432 ppi  
Technology: Super AMOLED

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## ★ Skinny bar sponsorships size: up to 1000x66

phoneArena.com

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Home > Manufacturers > HTC phones

HTC phones

Phone: Best Discussions (5)

Show: ALL AVAILABLE UPCOMING TABLETS Sort Filter

2011

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Latest HTC Reviews

HTC Reound HTC Vivid HTC EVO Design

# Advertising options

## ★ Microsites

phoneArena.com

Site Search  ALL

LOGIN REGISTER

HOME PHONES TABLETS NEWS REVIEWS VIDEOS TIP US

LG G3 hands-on: the QHD behemoth is here

### LG G3 - SIMPLE IS THE NEW SMART

LG G3 is the result of our effort to actualize that idea into a tangible product. And we are extremely pleased with the result.

Are you ready to meet it?

#### LG G3 HANDS-ON

**LG** Life's Good

INTRODUCTION SHORT SPECS VIDEO

The new LG G3 flagship sports 5.5-inch, 1440 x 2560 (QHD) pixel resolution screen, which provides the super-crisp, 538 pixels per inch. Dimensions are pretty compact for the screen size, resulting in excellent 76.4% screen to body size ratio. The Android 4.4 KitKat-based handset is powered by a quad-core Snapdragon 801 and 3GB of LPDDR3 RAM. It features 32GB of internal storage and a microSD slot.

The main 13-megapixel rear shooter comes with the company's improved Optical Image Stabilization+ and has a laser auto focus assist beam, which delivers fast focus even in low light scenarios. The 2.1-megapixel front-facing cam comes with an "enhanced selfie mode".

**LG G3**  
5.76 x 2.94 x 0.35 inches  
146.3 x 74.6 x 8.9 mm  
5.26 oz (149 g)

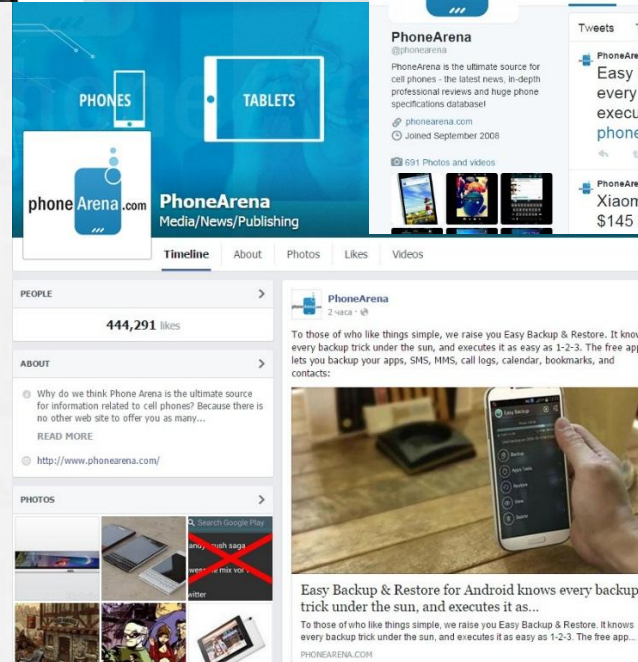
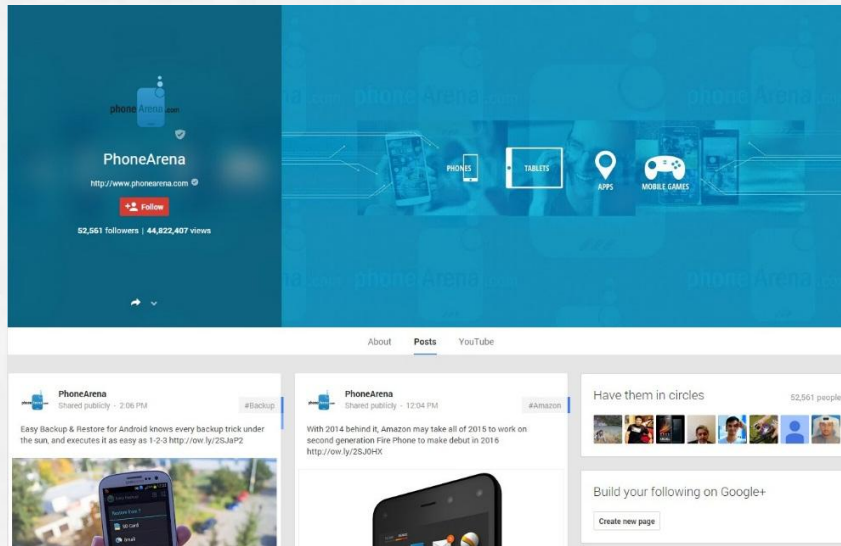
Related photos

#### HOT LG G3 ARTICLES

LG G3 hands-on: the QHD behemoth is here 27 May 2014

LG G3 QuickCircle Case and interface: a closer look 27 May 2014

# Advertising options



## Social Media Reach

### Social media call-outs:

- ★ [Facebook](#): 450 000 followers
- ★ [Twitter](#): 48 000 followers
- ★ [Google+](#): 80 000 followers

# Advertising options

## YouTube channel video sponsorship:

- ★ **over 350 million** views
- ★ **9 million** views per month
- ★ **580 000** subscribers
- ★ a cost-effective option to achieve
- ★ the maximum impact of online
- ★ video advertising

PhoneArena.com

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Motorola DROID Turbo Review

Motorola DROID Turbo Review

214,530 views 1 month ago

For more details, check out our web site: <http://www.phonearena.com/>... Arguably the most specs heavy smartphone on the market, the DROID Turbo is action packed and ready to make its mark – it checks all boxes, coming with 5.1" Quad HD AMOLED screen, 20MP camera, the latest Snapdragon 805 processor and impressive battery! Big muscles are nice in catching the attention of people, but is it cunning enough to be backed with a solid performance?...

Uploads

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1 day ago • 10,829 views

For more details, check out our web site: <http://www.phonearena.com/reviews/Google-Nexus-...>

GOOGLE NEXUS 6 VS GOOGLE NEXUS 5 10:28

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*Thank you!*