



Opportunity for Marketers to Target Users of Social Networks Before They Start Surfing

London, United Kingdom, September 11, 2007 --(PR.com)-- Brand managers worried about the potential harm caused by association with inappropriate content on social networks now have the chance to target thousands of users of social networks the minute they log-on to the internet, before they browse any content.

The unique opportunity comes with the launch of the CyberMedia Solutions network which specialises in selling on-screen adverts in internet cafés.

A recent survey carried out by CyberMedia solutions found that 72% of internet café customers made use of social networking sites like 'Facebook' and 'MySpace' as part of their in-café web activity.

CyberMedia launched on 14th August and already has 44 affiliates across London with over 1,000 public access terminals. From 1st October 2007 each of these terminals will display a page containing adverts as the default browser homepage. This means the first page seen by every customer in an affiliated premises will contain a series of graphic and text based adverts each and every time they open a browser. Ad rates are competitively priced and start from only 50p per thousand impressions.

CyberMedia has plans for rapid expansion and is aiming to have over 10,000 terminals in the UK in its network by the end of March 2008.

Saif Bonar, the entrepreneur behind CyberMedia says “There are many benefits to advertising through CyberMedia. Our adverts are the first thing seen online by customers at our affiliated internet cafés. The total space available is more than 50 times that of a traditional banner advert and we guarantee that all the adverts are displayed to people who are in London when the advert is displayed.”

Anyone interested in more information about CyberMedia Solutions should visit the website at <http://www.cybermediasolutions.net> or contact Saif Bonar on 0870 199 5764.

Editors Notes

CyberMedia Solutions is a trading name of Media & Marketing Solution Limited. A Company registered in England & Wales. Company Registration #5419274.

As of 5th September 2007 there were 44 affiliates with a combined total of 1167 public access terminals across London.

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Online Version of Press Release:

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