

Site Description

Targeting **share market investors**, this site has the latest in business news, investor education, forum, stock market prices and graphs and a Stock Guru game.

Run of site placements also includes the ShareTrader forum (from 1 April 2009).

User Profile

Male/Female Ratio: 83% are male, 17% female
 Average Age: **28%** aged 35-49 , **46%** are 50 or older
 Demographic: 33% describe themselves as Executive / Management level, 20% retired

Traffic

Monthly Total Page Impressions:	190,000	Weekly Pl's:	45-50,000
Monthly Unique Visitors:	21,000	Weekly Uniques:	7-8,000
Average Length of Visit:	1:45		

ShareChat:

Hitwise Ranking: Top 10 site in Stocks and Shares (June 2005, Sept 2006, June 2007, June 2008, Sept 2008)

Nielsen Online Ranking: Top site for online traders (July 2005), #6 Household income above NZ\$100,000 per annum (July 2006); # 5 High Income Households Usage of the Internet (October 2007)

*Site statistics supplied by Nielsen Online

Ad formats

Type:	CPM (exc gst)	Per week (ex gst)	Imps p/w	Size: (pixels w x h)	Location:
Big Banner	\$45	\$540	12,000	760 x 120*	Run of site (25% sov)
Rectangle (Island)	\$50	\$500	10,000	300 x 250	Run of site (50% sov)
Half page*	\$60	\$600	10,000	300 x 600	Run of site (50% sov)
Skyscraper	\$40	\$600	15,000	160 x 600	Run of site (50% sov)
Banner	\$35	\$350	10,000	445 x 60	End of articles
Sponsored link	-	\$160	8,000	20 char inc spaces	Run of site
<i>NB: Banner space impressions can be sold on a CPM basis, if more or less impressions are required than stated above.</i>					
Emails:			subscribers		frequency
AM Update & After the Bell		\$660	4,200	468x60	(Daily – Mon-Sat)
Forum Members		\$1200	3,000	Solus	One per month

*avail from 1 March 2009
 Sponsorship packages available
 We also accept 728x90 for big banner size.
 Prices are in NZD and exc gst
 Placements run Monday – Sunday
 Material is required by 12pm on the Thursday prior
 Rates do not include any form of exclusivity
 Rates are for standard formats only
 Rates are subject to change

Max file sizes:
 Big banner – 25kb
 Sky – 25kb
 Island – 30 kb
 Half page – 45 kb

Contact us now:

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