

· abz · akl · ams · anr · ath · bbu · bey · bkk · bne · bru · bud · bue · cai · cdg  
cmn · 212 · 202 · 9627 · cph · dus · dxb · eze · fco · fih · fra · gig · gla · got ·  
· gva · ham · hel · hkg · hlp · **exim\*trade** · ist · jfk · jnb · khh · krt · kul  
lax · led · lhr · lju · mad · mcm · mel · mnl · muc · mvd · mxp · nbo · nrt ·  
· ord · pek · **international trade consulting and representation** · prg · ruh  
sel · sfo · sha · sin · sto · svo · syd · tlv · tpe · vie · www · eximtrade · net

## Information for Advertisers

### General Information and Site Statistics as of 1/1/2003

#### OVERVIEW

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The **exim\*trade** site is a great place to make your advertising dollar count! Affordable and flexible, we offer several different options for our valued advertising clients to take advantage of the growing **exim\*trade** market presence and exceptional brand growth. Our advertising clients know our name is synonymous with quality products and service in international trade, and our transactional integrity is transferred to you through advertising within our site.

#### General Site Activity

Our site continues to grow multi-fold since it's creation. On average, growth in site activity rivals 10% each quarter. Current statistics show:

- Over 86,000 site hits per month.
- Nearly 3,000 site hits per day.
- Our site welcomes over 5,000 visitors each month.

#### Visitor Activity

Our site offers many resources and items of interest to the international trade professional, a fact reflected in our visitor statistics:

- The average visitor to our site reviews 10 pages each session!
- Ever visited a site and left immediately? Visitors to our site stay an average of 10-15 minutes!
- Each month, our site is visited by over 2000 new visitors.
- New visitors stay 10 minutes or longer when getting acquainted with our site.
- Word of our site is spreading worldwide! New visitors comprise 40% of our monthly visit count.
- New visitors have a habit of bookmarking our site- Nearly 20% return to the site again within a 30-day period.
- Name recognition has made **exim\*trade** synonymous with international trade- Nearly 60% of all visitors navigated to our site directly, without assistance from search engines.

#### The **trade\*forum**

Our commodity trading forum is different from the rest! Featuring only quality, vetted commodities from around the world, businesses worldwide know that placement of their products within the Offer to Sell area of the **trade\*forum** ensures a high level of exposure to a worldwide audience. Similarly, international purchasing agents often place their Offers to Buy in order to get quick options for the international transfer of goods!

- A popular area of our site, over 55% of all visitors navigate to the **trade\*forum** to review products.
- 20% of all visitors to our site navigate to the **trade\*forum** before viewing any other page or resource!

#### User Database

The database of registrants to our site continues to grow. Our site attracts many guest visitors, and registration is a prerequisite to posting within our **trade\*forum**. In addition to guest registrants, our database is comprised of all **exim\*trade** Instructional Services students, clients, and **exim\*trade** agents worldwide:

- Our database is comprised of over 1,000 registered guests, clients, students, and agents- and grows daily!
- Instructional Services students account for over 50% of our registrants.
  - *Note that our Student roster is principally composed of adult entrepreneurs and business star-ups, so each may be considered a potential trade partner of interest. Each has attended an **exim\*trade** academic course or seminar such as "The Business of Importing" and each represents an interested entrepreneur in international trade.*
- **exim\*trade** clients comprise an additional 10% of our database of site registrants.
- Our network of qualified international trade consultants numbers over 50 agents worldwide- each is a registered user of our site.

