

Business Mediadata



vesseltracker.com

Hamburg, June 2009



Hardfacts June 2009

9.7 Mio	Page Impressions per Month*
834.000	Visitors per Month *
95.000	Members of Community**
240.000	Pictures**
88.000	Vessels**
322	Ports**


Source: * Google Analytics, ** own Database

Functions & Data:


The leading Maritime Website worldwide

Photocommunity


Rank 1 ★★★★★
Pilot **Kapt Kirchless** by MBraklage




Rank 2 ★★★★★
Bugsier **15** by scHELLER




Rank 3 ★★★★★
Hafen **Bridge** by MSC Michi




Rank 4 ★★★★★
Vesseltracker.com
by Vesseltracker.com




Rank 5 ★★★★★
Alexander V **Humboldt**
by wite




Rank 6 ★★★★★
Bugzier **21**
by MSC Michi




Rank 7 ★★★★★
Hermann **Barwede**
by gauss




Rank 8 ★★★★★
Zhen **Hua 20**
by Gerda S.




Rank 9 ★★★★★
Alexander V **Humboldt**
by marell




Rank 10 ★★★★★
Deutschland
by Gerda S.




Rank 11 ★★★★★
Queen **Mary 2**
by Thomas




Rank 12 ★★★★★
Emma **Maersk**
by Thomas



Rank 13 ★★★★★
Emma **Maersk**
by Thomas

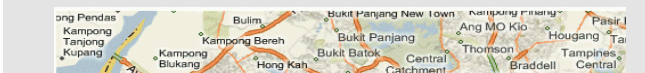


Tracking & Tracing

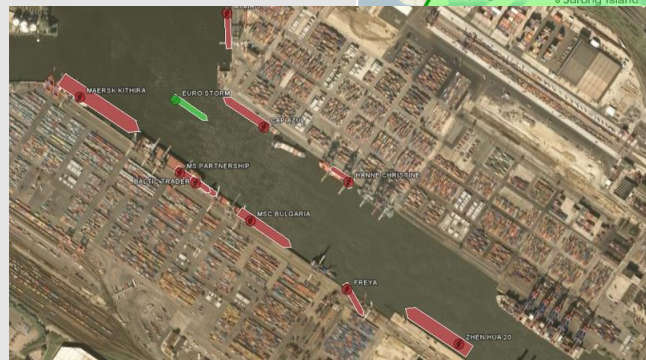


Antje
 Speed: 9.8 kts
 Heading: 187.0 deg
 Course: 187.0 deg
 Draught: 7.3 m
 ETA: 05.06.07 00:00
 Destination: Bremerhaven
 Last seen: 04.06.07 09:46

Alerting



Google Earth



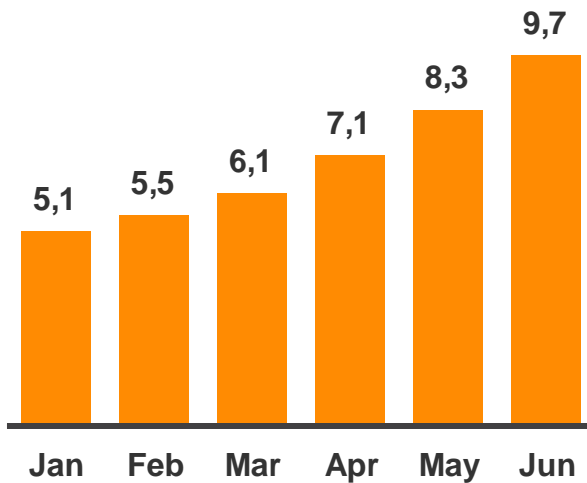
7 miles

We offer a big collection of maritime data and photos. Besides our data we offer a wide range of functions around Tracking & Tracing.

Reach & Scope:

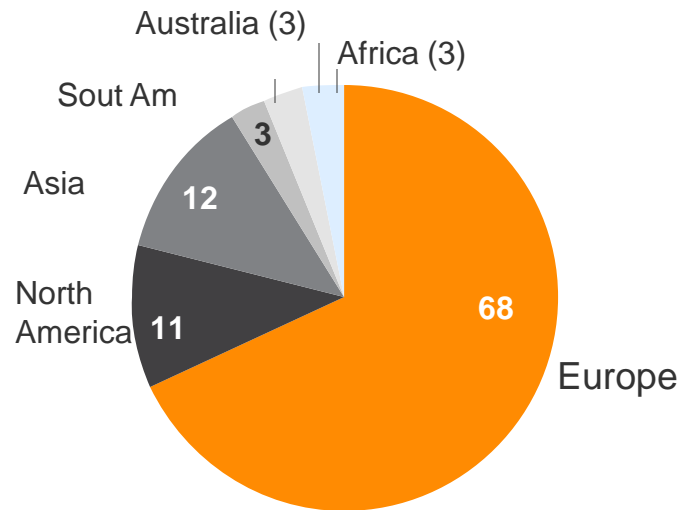
Ten Million Page Impressions per Month from five continents

Page Impression (Mio)*



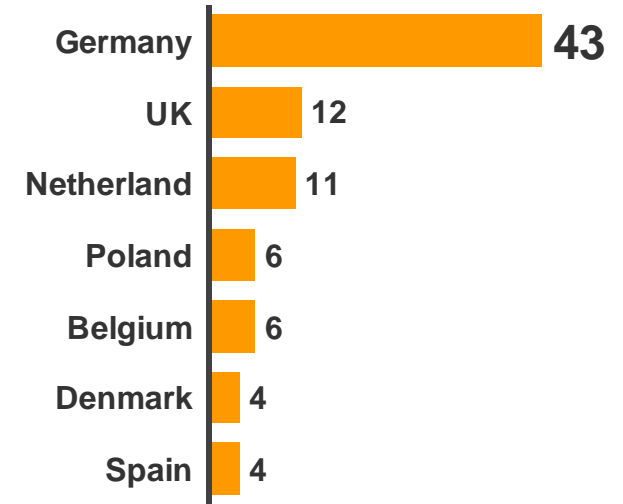
Traffic increases month per month

Visitors – worldwide (%)*



globally accepted

Europe*
in %



Webhits reflect leading shipping nations

Website was launched in November 2006 and the traffic increases month by month.

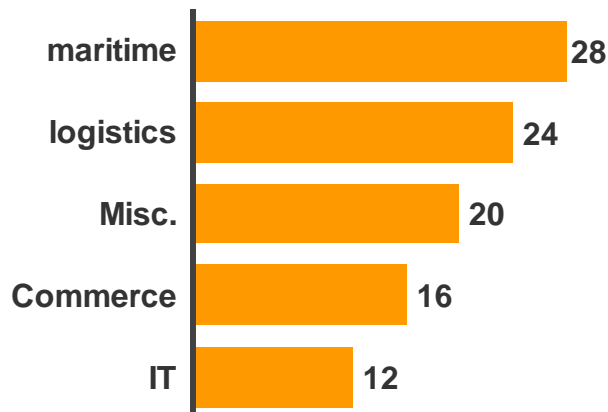
Source: * Google Analytics, ** own Database

Reach & Scope:

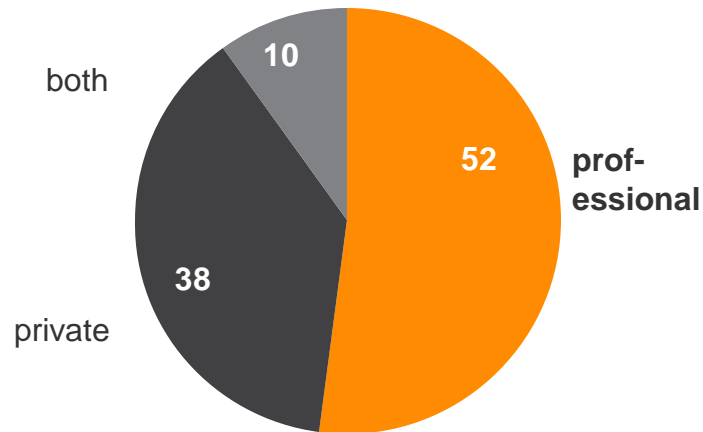
Target Group of Registered Users**

- **Sex:** 76% male, 24% female
- **Average Age:** 38 years
- **Branches:** 52% of vesseltracker.com Users are from Shipping & Logistics
- **Access:**
 - DSL: 79 %
 - analog: 21%

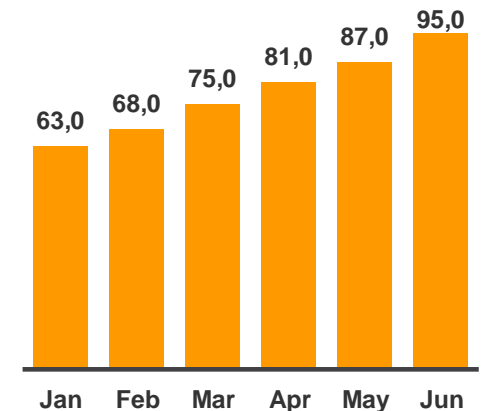
Professional Category**
in %



Usage**
in %



Registered Users**
in Thsd.



vesseltracker.com is the best Advertisement Platform for the Maritime and Logistics Community

** own Database

Advertisement: Banner Placements on the Website

Skyscraper & Fullsizebanner Startpage

The screenshot shows the homepage of vesseltracker.com. A prominent yellow banner on the right side reads "Premium SKYSCRAPER 160 x 600". Below it, a full-size banner reads "Premiumbanner Fullsize 468x60". The main content area features a map of Europe with a ship icon, a search bar, and various navigation links. The website header includes the logo and navigation menu.

Skyscraper & Fullsizebanner in vesselarchive

The screenshot shows a detailed page for the ship "Queen Mary 2" on vesseltracker.com. A yellow banner on the right side reads "Premium SKYSCRAPER 160 x 600". Below it, a full-size banner reads "Premiumbanner Fullsize 468x60". The page includes a ship photo, technical specifications, and a search bar. The website header and navigation menu are also visible.

Vesseltracker offers a high attention for Advertising customers from the Maritime Community

Advertisement: Banner Placements on Maps / Google Earth

Example: Advertising on sea chart



Example: Advertising in Google Earth



High attention for banners on our sea charts and in Google Earth

Advertisement:

Banner Placements on Maps / Google Earth

Advertising in Newsletter (93.000 Users)



Example: Mobile Website



More than 93.000 subscribers receive our Online Newsletter each month
Our mobile Website is used by thousands of professional users per day

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