

Business Media Pack

February 2011



vesseltracker.com

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01. Introduction

Vesseltracker.com is a leading online vessel tracking service provider, we provide maritime organisations across the globe with vital information which is required within the maritime industry. We customise our services to meet every customer's requirements, and help to meet the challenges of day to day operations for professional organisations, which require real time information on vessel movements across the globe.

Key Facts

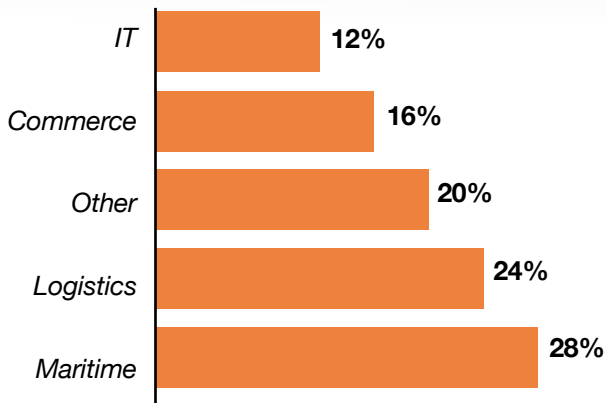
- Over 210,000 subscribers
- International Audience of maritime professionals
- Relied upon by key decision makers from – cargo, vessel and personal, security personal, governments, superintendents, fleet managers and sea going personal.
- Site visitors also include CEO's, owners, managers, operators, equipment suppliers and port operators.



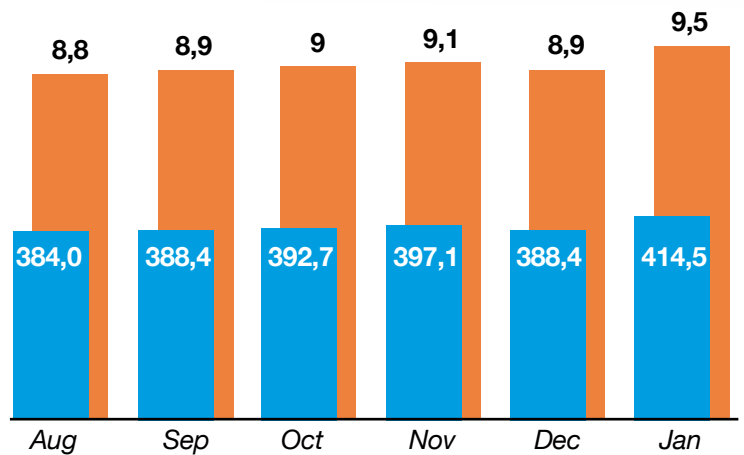
The company was founded in 2006 and have become the most relied upon Maritime Business Network, with over 210,000 registered users and over 1000,000 visitors each month, no other online provider can deliver such a dedicated global audience of maritime professionals.

02. Statistics – Reach & Scope

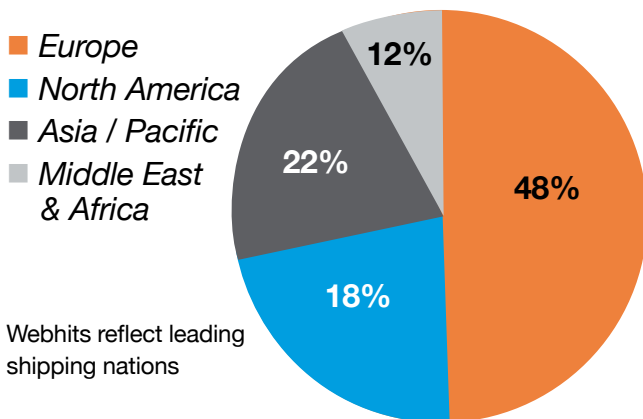
Professional Category**in %



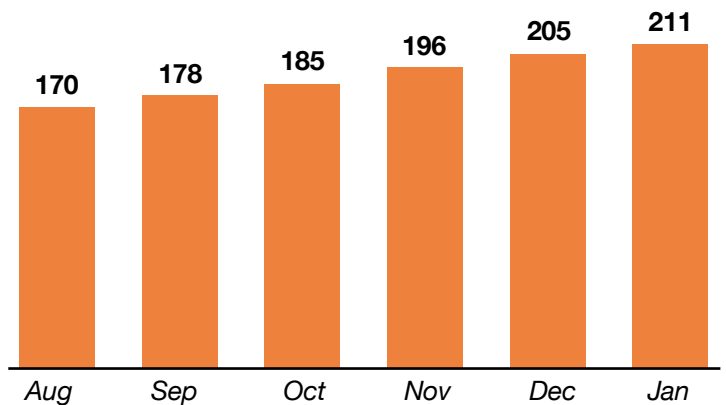
■ Page Impressions per month in Mill.
■ unique users in Thsd.



Geographical pie chart of visitors



Target Group of Registered Users / Usage in Thsd



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

Hard facts February 2011

- 536,530 Photos (Average Time on site 25 min.)
- 205,313 Members of community (International & Whole industry appeal)
- 721 Ports (Relied upon daily for vessels & port management)
- 111,863 Vessels

Source: * Google Analytics, ** own Database

03. Advertising options

Banner placements on vesseltracker.com

Place your message across Vesseltracker.com pages and get your message ready by influential decision makers in the maritime industry.

Homepage

Vessel Page

Port Page

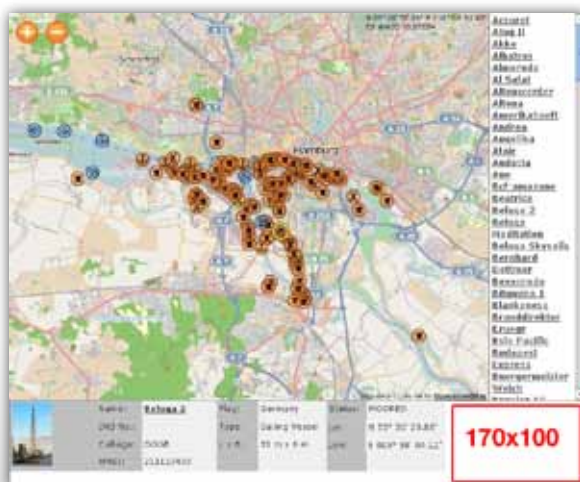


Banner placements on Maps & vesselflow.com

While your clients are actively viewing their vessels of interest, ensure your products and services are at their disposal.

Maps

Google Earth



04. Direct Marketing

Direct Marketing

With a dedicated audience of 210,000 subscribers you message could become the news for both our newsletter and mobile phone service users.



Our mobile Website is used by thousands of professional users per day.

Target your customers both while they are operating online, and even while they are out of office.

Get your message right into your customers handheld.

- Alert SMS
- Alert Emails
- Mobile Site Advertising

This is available in all formats, Mobile phone, Blackberry, Android and iPhone.

Please feel free to contact us with regards to any queries you may have.

Contact

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