

### Delivering a highly targeted audience

We run a proactive marketing strategy to build a high targeted audience for our advertisers.

- Advertising on leading search engines and industry websites;
- Search Engine Optimisation
- Active PR campaign with weekly releases via leading newswires;
- Publishing of G2Mi.com content to industry databases such as Factiva, content websites such as Scribd and business networks such as LinkedIn and Xing;
- Email marketing to the G2Mi.com registered user base;
- Traffic generation from our other web addresses, including:
  - MediaIndustry.Info;
  - MediaIndustryResearch.com;
  - UKMediaMonitor.com;
  - EuropeMediaMonitor.com;
  - IndiaMediaMonitor.com.
- Direct mail to key targets

### Traffic data

G2Mi.com's traffic analysis is conducted using Google Analytics. Full analysis is available to advertisers.

	Estimated traffic per month
Unique Visitors	20,000
No. of visits	65,000
Page Views	120,000

Note: Data is Post-launch estimate (October 2009)

### Example organisations\*

- |                    |                           |                     |
|--------------------|---------------------------|---------------------|
| Amitt (Japan)      | Gen-i                     | Trader Media Group  |
| Apax Partners      | GMT Partners              | Truvo               |
| Arc Media          | Guardian Media Group      | Turner Broadcasting |
| Atlas Capital      | Guggenheim Partners       | Windstream          |
| Bain & Co.         | JP Morgan Chase           | Yptalk              |
| Broadpoint Capital | Local matters             |                     |
| Cap Gemini         | Macmillan Solutions       |                     |
| ChryCapital        | Macquarie                 |                     |
| Citigroup          | Mediaset                  |                     |
| Deloitte           | Moody's Investor Services |                     |
| Dentsu             | Morgan Stanley            |                     |
| Dow Jones          | NDTV                      |                     |
| Eenadu group       | PagesJaunes               |                     |
| Eicoff             | Praized Media             |                     |
| Eniro              | Svaret I Skandinavia      |                     |
| GE                 | Telstra                   |                     |

\*These organisations have either purchase G2Mi research reports, registered with the G2Mi website or commissioned bespoke research

### Example user roles

- Media Companies**
  - Senior management
  - Strategy and Business Development Managers
  - Marketing managers
  - Investor relations professionals
- Professional Services and investors**
  - Media equity research analysts
  - Venture capital and private equity professionals
  - Investment bankers
  - Accountants and media lawyers
- Marketing Services**
  - Marketing services professionals
  - Media planning and buying
- Trade Media**
  - Industry and financial journalists

### Geographic profile

G2Mi.com attracts a global audience, with a particular focus on Europe, Asia and North America.

