



How To Germany • Auf der Schorr 10 • 54331 Pellingen • Germany • Tel: +49 (0) 65 88 -99 25 65 • Fax: +49 (0) 65 88 -98 83 29  
 Email: advertising@howtogermy.com • Internet: www.howtogermy.com

## HOWTOGERMANY.COM VISITATION FACT SHEET

- A comprehensive, popular website that contains the entire archives of *How To Germany* magazine as well as additional in-depth articles on a variety of topics.
- Contains a “Business and Services Directory” with hundreds of necessary and useful addresses. It includes product and service suppliers as well as churches, embassies, consulates, clubs and organizations and other categories.
- Frequent updates on important topics as well as a quarterly newsletter for expats and others are important features of the How To Germany website.

- Between 63,000 and 75,000 visitors per month have been logging on the the website for the past year. Visitation has been increasing at a dramatic pace since the website was introduced in 1998.
- The popularity of the website is demonstrated by the many visitors to the website who are sent there by over 1,000 other internet sites that have links to www.howtogermy.com.
- The website continually ranks in the top 3 of Google search results for many important topics regarding Germany and maintains a Google Page Rank of 6.

### Visitation

2012

January .....	70,009
February .....	60,625
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	
<b>Total</b>	<b>130,634</b>
<b>Average per month</b>	<b>65,317</b>

• **Total visitation in 2011 - 768,298 Average per month in 2011 - 69,845**

#### Advertising Possibilities

- There are three types of Banner Ads available. A Top Banner appears on all pages of the website. A Right Column Banner appears on article pages with relevant content. It is normally placed below the Storefronts. The Center Content Ad can appear on the Home Page as well as on article pages of relevant content. It can be placed directly in a specific article as well. Location of the placement on the home page or in an article is normally in the top half of the content. The Banner Ads are linked directly to an advertiser's website.
- A Storefront, which is independent of any listing in the searchable database, provides a hot button (mini-banner) with company logo on the website's home page and with relevant articles. Storefronts are organized by category and the mini-banners appear on the top right side of the website. This is linked to a separate display page about the company or organization. The separate page can include a logo, photographs and other graphics as well as a 300-500 word description of products and services. It's like a mini-website. Text links to Storefronts also appear at the end of relevant articles.
- An Enhanced Listing offers all the benefits of a Linked Listing plus: boldface company/organization name; a 50-word description of a company/organization's products and services; and a company/organization logo (or a small photograph).
- A Linked Listing in the website's searchable database displays company or organization name, full contact information plus clickable hyperlinks to an email address and/or website.