

HardTUNED.net

nissansilvia.com
PART OF AUSTRALIA'S #1 AUTO NETWORK

GTROCK.com.au

SKYLINE-GT
SKYLINE DR30/R31/R32/R33/R34/V35/V36 OWNERS FORUMS

350TUNED

HondaTUNED

MAZDAETUNED.com

ETUNED.com

EVO TUNED.com

SUBITUNED.com.au

EuroTUNED.com.au

RACE DATES.com.au

WE ARE AUSTRALIA'S LEADING
PERFORMANCE CAR
WEBSITE NETWORK

MEDIA KIT 2009



Member Demographics:

- 50,000+ Registered Members
- 92% Male
- 90% 16-30 Years of age
- 80% Live in a Major Australian City
- 70% Earning over \$40k

Our Members Enjoy:

- Japanese Import Cars
- Performance Modifications
- High-Tech items & the latest gadgets
- DVD's, Computers & Video Games
- Social Events, clubs, parties
- Fashion, Alcohol and Entertainment
- Movies & Concerts

Hardtuned Network is Australia's #1 Automotive Lifestyle & Performance Car Network.

Consisting of 11 separate brand-specific sites, its community based Web 2.0 structure means not only do we have thousands of registered members, we also have thousands of editors & contributors. The simple to use framework, and open-speech policy* encourages members to contribute and discuss. This has made Hardtuned.net the #1 network in Australia for automotive news including updates on current local and international events, racing & shows broadcast in real-time.

Recently we have expanded to include another 8 websites within our network, while strengthening partnerships with companies such as Motive DVD, Raceline, Castrol, Google, Yahoo!, Digital Niche, Ad Torque and Drift Australia.

The new network design allows us to cater to all Japanese performance car enthusiasts, with specific sites for each make and model, while allowing a centralised "Lifestyle" area to chat about latest Tech, Movies, Games, Fitness and Current Affairs.

Hardtuned Network is a free information resource where automotive enthusiasts can discuss and share information. This creates an environment for companies to get maximum exposure where consumer purchase decisions frequently occur.

*posts are subject to moderation by our volunteer team to comply with ethical and moral guidelines

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TRAFFIC

Average Monthly Statistics:

550,000 Individual Visitors
18,000,000+ Pages Served
100,000,000+ Hits
500,000+ Gigabytes of Data Transfer
40% Annual Growth Rate

With more than three million hits, five hundred thousand pages and twenty thousand individual members signing in every day, Hardtuned.net is the leading network of websites used by performance car owners and enthusiasts across the country. Audience numbers of this magnitude is proof that consumers in this industry find the internet an invaluable reference - far exceeding the reach of traditional print media while giving far more accurate statistics for our Advertisers.

	Visitors	Pages Viewed	Total Hits	Bandwidth
Mar 2009	524,677	16,566,642	95,593,055	513.16 GB
May 2009	532,661	16,293,897	90,271,555	485.85 GB
July 2009	561,822	20,707,703	112,463,435	560.04 GB

Demographics

The predominant audience share is Australian, Male, and aged between 16 - 32, living in SA, NSW, Victoria and Queensland. Female readers account for 8% of traffic. Site content at present is primarily Australian based yet hardtuned.net reaches audiences across the globe, with 17% of our traffic coming from countries outside of Australia, with smaller clubs forming in the US, England and Japan.

Rapidly Growing Community

Over the past 24 months the site has seen massive increases in traffic, with around 100 new members per week, and 40% total growth in traffic figures per annum. Our current business model sees a large portion of our revenue re-invested into the network, so as to keep up with emerging web technologies and provide a cutting edge service to our members.

MORE THAN
3,100,000 HITS
570,000 PAGES
22,000 VISITORS
EVERY DAY



OPTIONS

The hardtuned.net advertising approach is specifically designed to ensure that advertising forms an integral part of the information service provided by the site.

To effectively offer value priced advertising to all types of business, our smaller advertising packages are handled via our online “do it yourself” payment system, while our corporate partnerships are customised for individual clients to achieve a balance between the use of targeted page placements and premium exposure in high-traffic areas.

Standard Advertising Formats:

Leaderboard Banner Advert
728 X 90 Pixels
170Kb Maximum File Size
Animated GIF, JPG, SWF

State Feature / Event Advert
728 X 90 Pixels
170Kb Maximum File Size
Animated GIF, JPG, SWF

Front Page Article & Product Feature
JPG + Microsoft Office

Top Bar Major Feature / Brand Assoc.
100 x 100 Pixels (variable width)
50Kb Maximum File Size
Animated GIF, JPG, SWF

Graphic Design Service:

Hardtuned.net offers it's clients an online marketing consultancy and graphic design service to maximise your online exposure and get the results you require.

Pricing is set at the rate of AUS\$130 / Hour

Banner Advertising

The predominant form of advertising throughout hardtuned.net, Banner advertising helps build loyalty through brand exposure with sales and traffic via click-throughs. We offer numerous forms of user targeting and depending on budget and requirements, campaigns can usually ‘go live’ within a 24 hour period.

Forum Sponsorship

The core form of advertising for smaller automotive parts retailers, the system offers sponsors the ability to sell their products and promote their business via the forums.

Forum Sponsorship is very ‘hands on’ yet extremely affordable, our extensive list of current businesses using the system proves it can yield excellent sales for companies willing to devote a member of their staff to update, maintain, and handle queries.

Brand Association

There are many different areas and features across the network which can be associated with a brand. As an example : “*Bridgestone Tyres Drift Chat, or Repco Technical Articles*”. Securing an area of the site guarantees exclusivity within the area, with prominent branding featured on every page within that section.

Product Promotion & Competitions

Members love free products & the chance to win prizes. For businesses that are wanting to promote their products through giveaways and monthly competitions, our team can facilitate this on your behalf.

Features, Special Promotions, Email Marketing & Other Options...

Many types of advertising are available through the network, contact us now to discuss your ideas, and how we can help you gain maximum exposure and return on investment.



RATES

Monthly Banners marked in blue and Forum Sponsorship pricing is based on clients using our online automated payments system.

(PayPal® Credit Card Auto Debit)



12 Month invoiced up-front direct deposit payments are available, and we offer a 10% discount for payments of this type.

Manually processed (Month by Month) invoicing incurs a 16% loading fee.

Bulk Emails, Brand Association, Product Features, Exclusivity Options, Competitions are all by negotiation, based on a minimum AU\$2000 total Monthly Spend.

For more information about any of our advertising options, or to set up a corporate account / long term advertising plan, please contact Loz.

Lawrence (Loz) Glen

Director / Administrator
 Phone: (07) 5591 8198
 Mobile: 0433 249 339
 Email: loz@nissansilvia.com

Banner Advertising

	Impressions-Views/month	CPM Rate	Price/month
Small/Local	20,000	\$10 per 1000	\$200
Medium/National	60,000	\$8.10 per 1000	\$490
Large/National/Targeted	130,000	\$6 per 1000	\$790
Corporate	200k-500k	\$5.20 per 1000	\$1040+
Agency/Wholesale	500k+	\$CALL	

Forum Sponsorship

	Forum Topics	Cars	Parts	Shop	Extras	Price/month
Trader	1/month	5	30	NO	NO	\$99
Silver	2/month	10	70	NO	NO	\$190
Gold	2/month	50	225	YES	NO	\$290
Platinum	4/month	-Unmetered-		YES	YES	\$390

Exclusive Area Branding

	Price/month
Drift	\$3000
Motorsports	\$2400
Tech	\$2400
Offtopic	\$1500
State Sections	\$1500

Homepage & Exclusive Options

	Price/month
Exclusive Skyscraper	\$1200
Product Feature	\$300+
Exclusive 190px Box	\$400
Topbar Exclusive Feature	\$4000

Email Outs

Features within our newsletter & local targeted emails start @ just 5c per recipient.

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