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PERTHSTREETBIKES.COM

INFORMATION FOR
ADVERTISERS

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ADVERTISING ON PSB

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ABOUT PSB

PerthStreetBikes.com (PSB) is an internet forum which was established in March 2003 for the purpose of fostering discussion, social interaction, and entertainment for sports motorcycle riders and enthusiasts in Perth Western Australia.

Since its inception, PSB has grown to become the largest Forum of its kind in Western Australia with over 7,500 members who have posted over 1.1 Million posts.

Since 2006 PSB has consistently rated in the TOP 10 most visited 'Motorcycle Automotive' websites in Australia, PSB is currently in 4th place and in March 2008 PSB entered the TOP 100 of all automotive websites in Australia as rated by HitWise™.

If street riding sports motorcyclists are your audience, and Perth or Australia is your target geographic location, then advertising on PSB will provide you with a concentrated target audience with a strong appetite and acceptance for motorcycle related products which will prove to create value for money for your next marketing campaign.

Please read on for more details.

AUDIENCE

97.56% of all registered users on PSB reside in the state of Western Australia. 89.02% in the Perth metropolitan area. The balance of registered users (2.4%) reside elsewhere in Australia.

For this reason PSB provides a rare and unique opportunity to target a very specific demographic audience with motorcycle related products.

[Source: PSB Forum Poll June 2008]

VISITOR STATISTICS

Since 2006 PSB has consistently rated in the TOP 10 most visited 'Motorcycle Automotive' websites in Australia, as of October 2008 PSB is ranked 4th, and in March 2008 entered the TOP 100 General Automotive websites in Australia as rated by HitWise™.

Primary Stats

Average Unique Visitors Per Day	4,520
Average number of Visits Perth Day	7,786
Average Page Views Per Day	135,465
Registered Users	7,400
Average New Members Per Day	19.41
Total Threads	67,493
Total Posts	1,114,972

Secondary Stats

Average New Threads per Day	87
Average New Posts per Day	1829
Average Membership Login per Day	1102
Busiest Day of the Week	Wednesday
Quietest Day of the Week	Saturday
Most active Times	12 noon to 11:00PM WST
Operating System	89.1% Windows, 7.8% Macintosh
Browsers	49.9% MS Internet Explorer, 41.8% Firefox
Percentage of Visitors that add to Favorites	23.3%

[Source: Awstats™ Server Stats November 2008, vB™ Statistics November 2008]

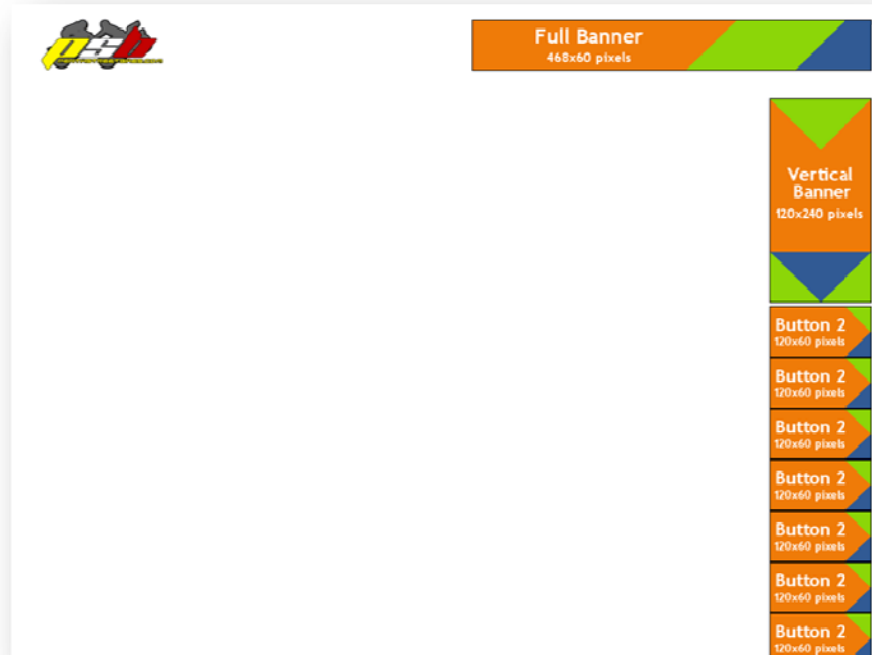
WAYS TO ADVERTISE

PSB has three main methods of advertising your products – Banner Advertising, Supporter Package, and Membership Database Email Promotions.

BANNER ADVERTISING

Banner and button advertising is the most prominent and dynamic way to display your advertising to PSB users and is seen on every single page view by every PSB user.

PSB has three types of banners and button advertising which are displayed on the forum as follows:



Full Banner

The most prominent positions for advertising on PSB, the Full Banner is viewed on average 1.2 million times per month.

The maximum size for a title banner is 468 x 60 pixels and can be displayed as fixed image or animated GIF or Flash.

Full Banner advertising guarantees a minimum of 1 million page views per month.

Rate: \$330.00 per month (76.16 per week)

Vertical Banner

Located at the very top of the sidebar, the Vertical Banner is 120 x 240 pixels in size and can be displayed as a fixed image or animated GIF or Flash.

Vertical Banner advertising guarantees a minimum of 700,000 page views per month.

Rate: \$230.00 per month (\$53.08 per week)

Button 2

Buttons are an economical way to get prominent and effective exposure for your product on PSB. There is a maximum 7 sidebar buttons available for advertisers to place a 120 x 60 pixel buttons as a animated GIF, Flash or fixed image to promote your product or service.

Button 2 advertising guarantees a minimum of 700,000 page views per month.

Rate: \$58.00 per month (\$13.39 per week)

CORPORATE SUPPORTER

The PSB Corporate Supporter Package is an affective and personal form of promoting your service or product on PSB which often suits the smaller businesses or businesses where a staff member is an active member on PSB.

The Corporate Supporter Package allows you to gain posting rights access to the 'SHOP TALK' section of the forum – a unique area where advertisers can promote their products in a normal forum post, just like that which would be created by any other forum user.

This can be a more personal approach to advertising which allows you to interact with other users, respond to questions, and promote a product the movement it is added to your inventory or product catalogue.

A Corporate Supporter obtains additional forum features only available to paid supporters and can be identified to other forum users by the unique badge which is displayed next to their forum username.

Rate: \$250.00 for 12 month subscription

PSB MEMBER DEMOGRAPHICS SNAPSHOT

How Often do PSB Users Buy New (or New 2nd Hand) Motorbikes?

<i>Every year</i>	<i>13.68%</i>
<i>Every 2 years</i>	<i>24.06%</i>
<i>Every 3 years</i>	<i>20.75%</i>
<i>Ever 4 to 5 years</i>	<i>25.47%</i>
<i>Every 6 to 10 years</i>	<i>9.91%</i>
<i>Every 10 years or more</i>	<i>6.13%</i>

How Many Motorbikes do PSB Users Own?

<i>No Bike</i>	<i>3.21%</i>
<i>One</i>	<i>51.92%</i>
<i>Two</i>	<i>27.56%</i>
<i>Three to Five</i>	<i>13.78%</i>
<i>Over Five</i>	<i>3.52%</i>

Is a Bike a PSB Users Primary Form of Transport?

<i>Primary Transport Only (no recreational use)</i>	<i>5.21%</i>
<i>Primary Transport & Recreational Use</i>	<i>57.29%</i>
<i>Recreational Use Only</i>	<i>36.81%</i>
<i>Track or Race Use Only (no road use)</i>	<i>0.69%</i>

The Age of PSB Users is?

<i>17 or Under</i>	<i>2.13%</i>
<i>18 to 21</i>	<i>16.11%</i>
<i>22 to 25</i>	<i>20.14%</i>
<i>26 to 30</i>	<i>19.67%</i>
<i>31 to 40</i>	<i>25.59%</i>
<i>41 to 50</i>	<i>13.74%</i>
<i>51 or Over</i>	<i>2.61%</i>

How Often do PSB Users Ride their Bikes?

<i>Daily</i>	<i>45.60%</i>
<i>Every 2 to 3 days</i>	<i>29.97%</i>
<i>Once per Week</i>	<i>14.01%</i>
<i>One per Fortnight</i>	<i>5.21%</i>
<i>Once per Month</i>	<i>4.56%</i>
<i>Less than once per Quarter</i>	<i>0.66%</i>

Are PSB Users Motorbikes Insured?

<i>Yes - Comprehensive</i>	<i>77.74%</i>
<i>Yes – 3rd Party Property</i>	<i>10.34%</i>
<i>No</i>	<i>11.91%</i>

How Often do PSB Users Service their Bikes?

<i>Less than once per year</i>	0.81%
<i>Once per year</i>	8.50%
<i>Twice per year</i>	32.79%
<i>Three to Four Times per year</i>	38.87%
<i>Five to Six Times per year</i>	11.74%
<i>More than Six Times per year</i>	7.29%

How Much Money do PSB Users Spend on Motorcycle Accessories or Products (not including servicing) per Annum?

<i>Under \$500</i>	14.16%
<i>\$501 to 1000</i>	26.55%
<i>\$1,001 to 2,000</i>	25.52%
<i>\$2,001 to \$3,000</i>	19.03%
<i>\$3,001 to 5,000</i>	7.52%
<i>\$5,001 or over</i>	7.52%

What is the Annual Personal After Tax Income of a PSB's Users?

<i>Unemployed</i>	1.30%
<i>\$1-20,000</i>	6.75%
<i>\$20,001-30,000</i>	4.42%
<i>\$30,001-50,000</i>	31.17%
<i>\$50,001-75,000</i>	27.79%
<i>\$75,001-100,000</i>	13.51%
<i>\$100,001-200,000</i>	12.99%
<i>\$200,001-500,000</i>	1.30%
<i>\$500,001 or over</i>	0.78%

[Source: PSB Forum Polls 16 June 2008]

AWARDS

Each quarter, Hitwise™ the world's leading online competitive intelligence service, recognizes the Top Ten websites across each industry that they monitor with a Top Ten award.

These awards relate to Australian based users visiting Australian websites of which PSB has consistently rated in the TOP 10 most visited sites for the 'Automotive – Motorcycling' category since July 2006.





In the Hitwise Automotive Industry Report based on Australian internet usage for the month of May 2008, PSB entered the TOP 100 most visited Automotive Industry sites. PSB is currently ranked #4.

[Source http://www.perthstreetbikes.com/advertise/HitwiseAU_Industry_Report_May08.pdf]

[Source <http://www.hitwise.com.au/awards/popup.html?sDomain=www.perthstreetbikes.com&iDate=200803&iCatnum=23>]

CONTACT

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ADDITIONAL

PSB is a company incorporated in the State of Western Australia and governed by the Laws of the Commonwealth of Australia.

PSB is not registered for Goods and Services Tax (GST), nor is it required to be registered for GST, and thus will not charge GST. All prices quoted are exclusive of GST and in Australian Dollars (AUD).

All advertising charges are invoiced monthly in advance with a three month minimum display period.

No animals were injured in the making of this document... apart from the writer who perhaps had more coffees than he should have.