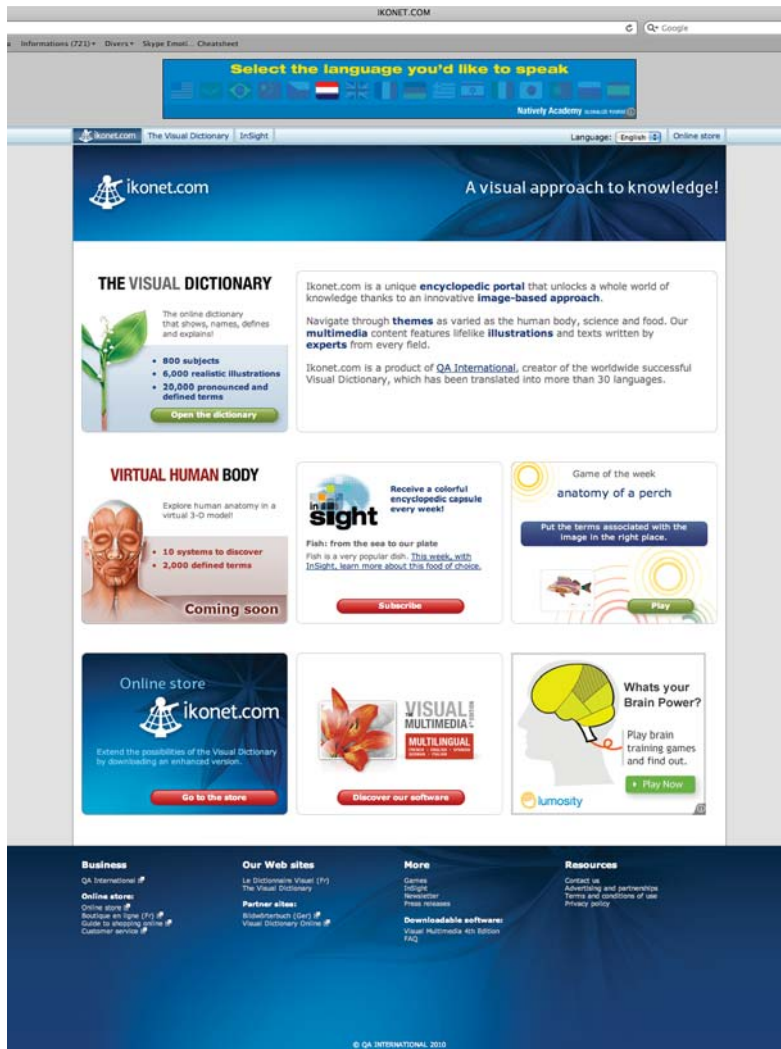




ikonet.com

Media Kit 2011



## Number of visitors

- More than **250,000** unique visitors per month
- Over **1,8 million** page views per month (Google Analytics, August 2010)

## ikonet.com includes:

- *The Visual Dictionary*, multilingual
- *Virtual Human Body*
- A platform of educational and interational games
- A newsletter with encyclopedic reports
- An online store
- Multilingual websites with worldwide traffic

Ikonet.com invites you to intuitively explore a rich content offering an innovative approach that is unique in its genre. As a Web library, it offers Internet users a virtual experience that helps them discover the many facets of the world we live in. Interactive and entertaining, ikonet.com lets users of all ages acquire visual and terminological knowledge on everyday subjects.

For purchasing of advertising space or partnership offers, please contact:

**Marie-Hélène Giannatos**  
 Director of Interactive Business Development  
 QA INTERNATIONAL  
[info@ikonet.com](mailto:info@ikonet.com)

Its **multilingual content** is constantly expanding.

It has international visibility.

It is an **educational** and **interactive** platform.

It has more than **8,000 high-quality original illustrations**.

And presents more than **22,000 indexed, pronounced and defined terms**.

It is the perfect complement to a reference book that has already sold **9 million copies** around the world.

It has directed viral marketing operations.

It has search engine optimization.

It shares its content and traffic with partners.



New York  
Public  
Library

Best of Reference

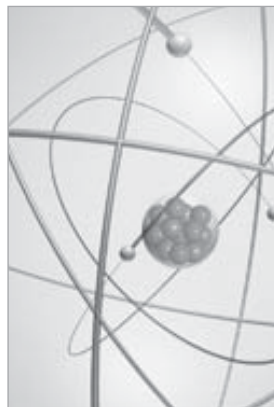


Nominated for Best  
Educational sites

## Six thematic sections to reach your target audience



**Health & Nutrition**



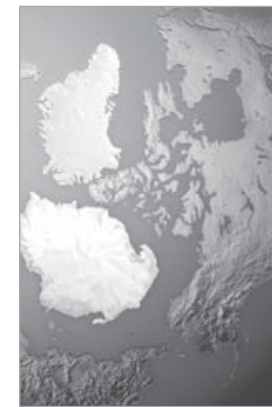
**Science & Technology**



**Lifestyle**



**Renovation & Transport**



**Environment**



**Sports & Leisure**

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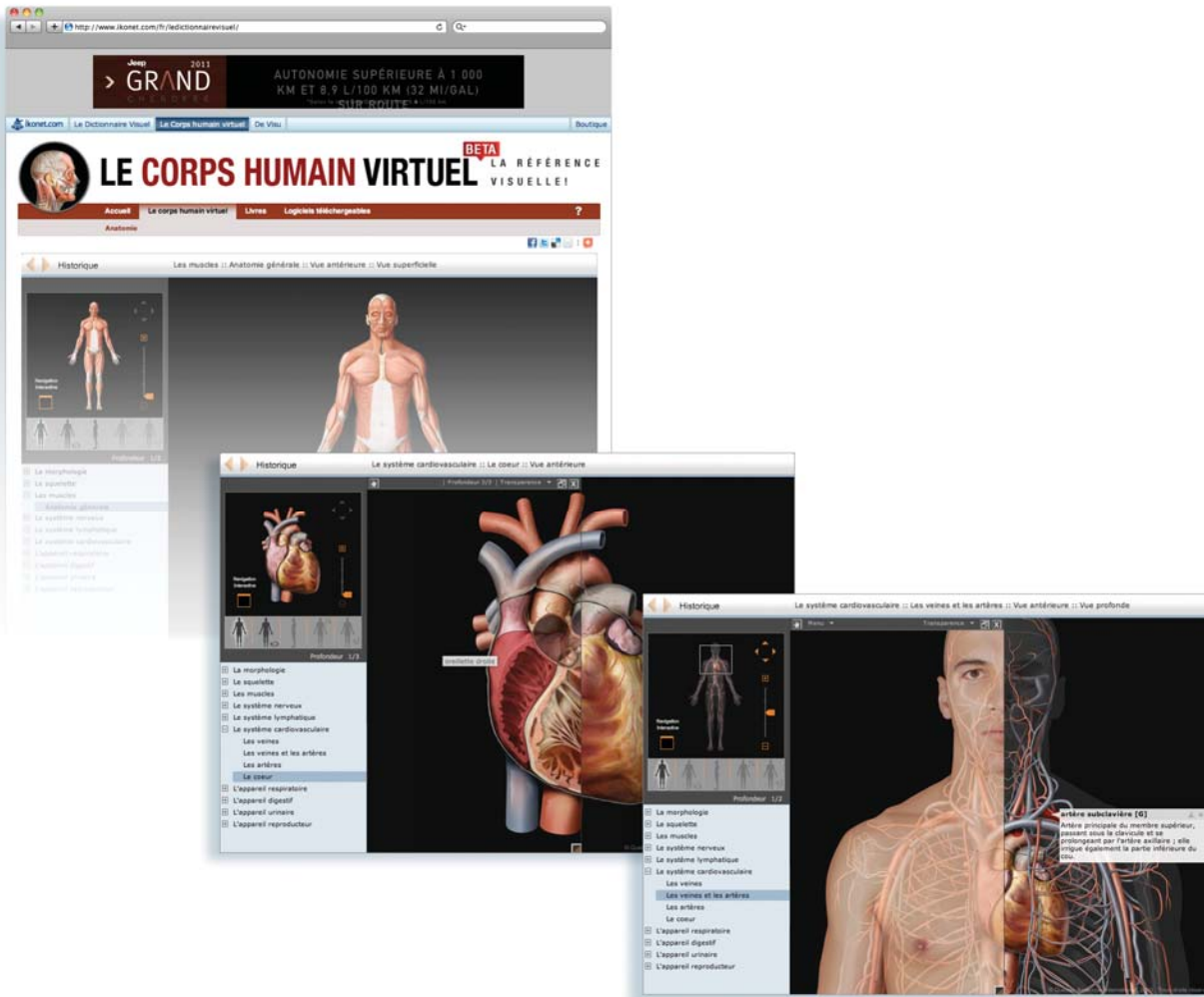
## The Visual Dictionary

The Visual Dictionary's innovative approach to linguistics allows you to navigate the tree structure and go from a general idea to the precise notion, easing the search for that elusive word that's been on the tip of your tongue for some time. Do you know the name but want to get a clearer mental image? Type it in the search engine and browse the related results: between the realistic illustrations and the explicit definitions, you're sure to get the picture!

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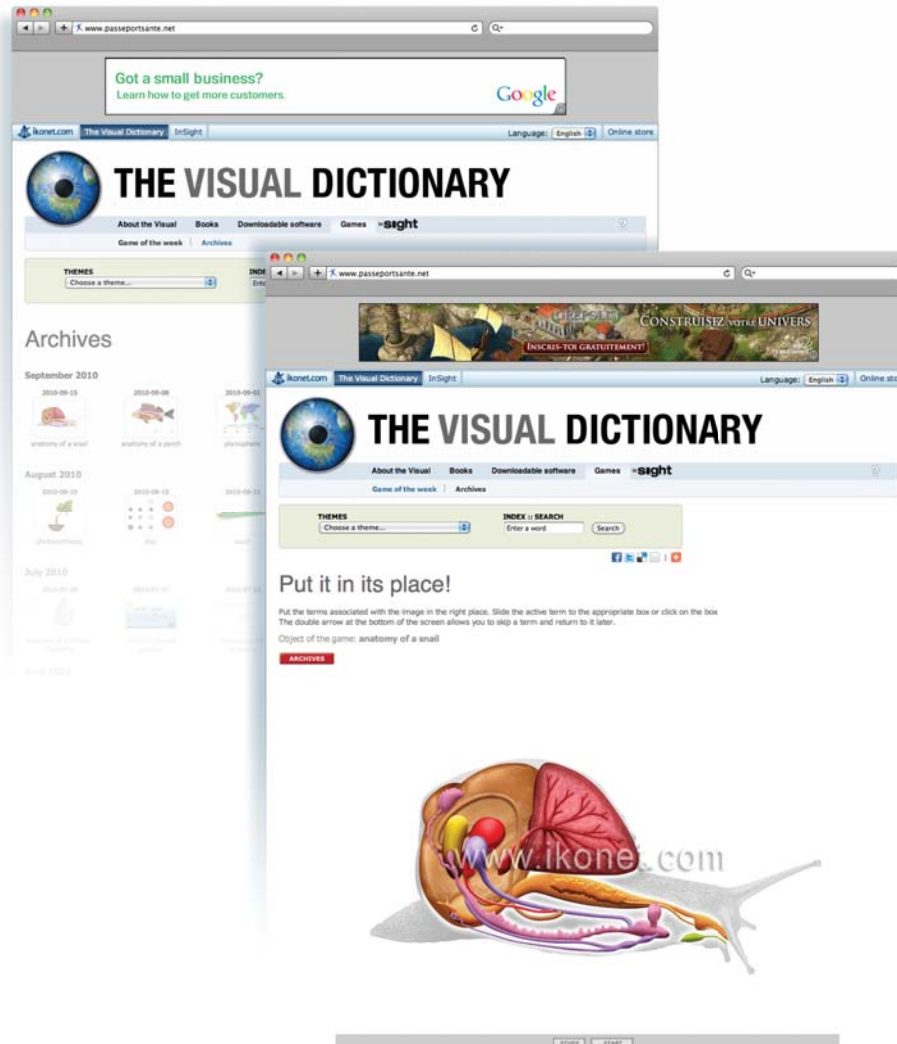


## Virtual Human Body

Explore the human anatomy from head to toe with the *Virtual Human Body*. Discover our lifelike virtual model and learn the names of all its components by referring to the linked terms and their definition. The stackable interactive navigation window even allows for multiple cross-sectional views to be displayed simultaneously: the interrelations between the various systems composing the body have never been made so clearly visible!

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## Entertainment

The platform includes educational and interactive games on every subject—a great way to build your vocabulary or test your language skills!

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## InSight

Go deeper in your understanding of the world around you with InSight and get colorful encyclopedic reviews starring lifelike illustrations from *The Visual Dictionary*. InSight announces new reviews and the game of the week, and informs members about news and special offers available on the website.  
(More than 5,000 subscribers)

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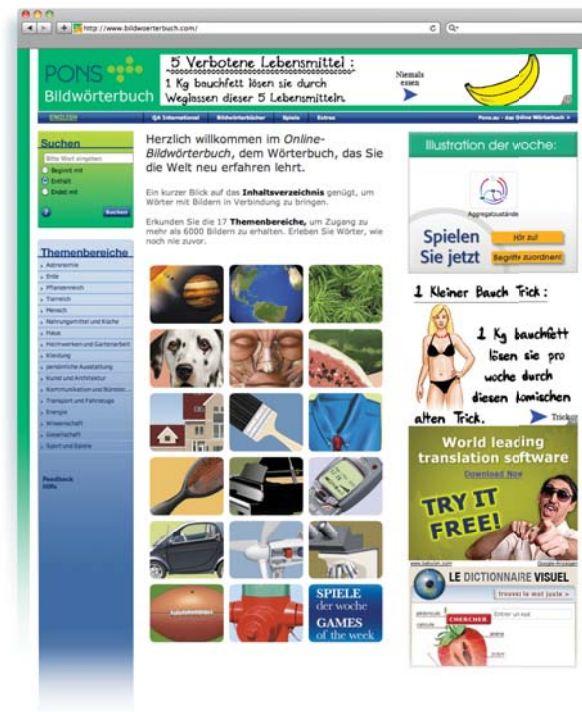


Renowned partners have trusted our expertise and used our content to develop projects that have proven to be very successful.



www.visualdictionaryonline.com  
 330,000 unique visitors per month  
 1,200,000 page views per month

(Google Analytics, August 2010)



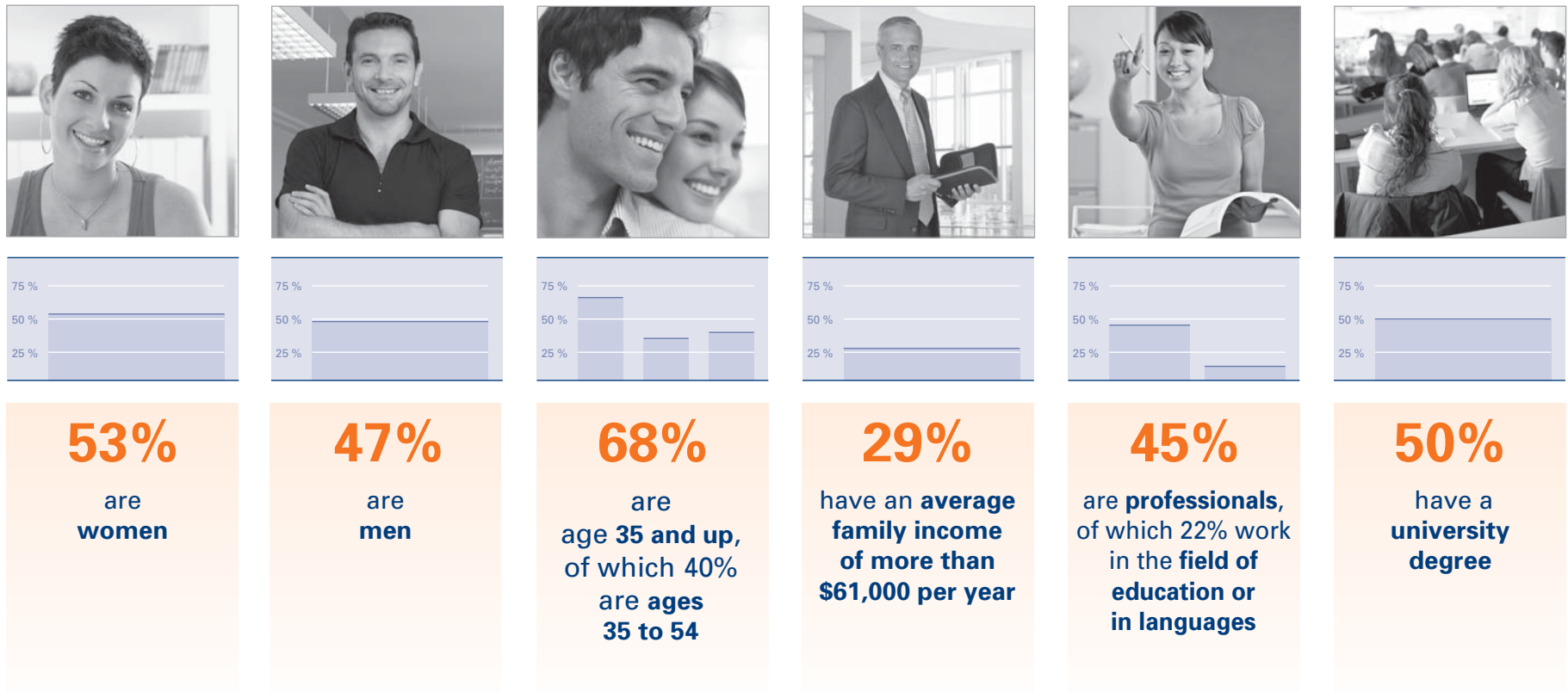
www.bildwoerterbuch.com  
 55,000 unique visitors per month  
 260,000 page views per month

(Google Analytics, August 2010)

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250,000 unique visitors per month / 1,500,000 page views per month  
 Educated Internet users in professions, with strong purchasing power<sup>2</sup>



<sup>1</sup> Source: Google Analytics, August 2010

<sup>2</sup> Source: internal survey conducted online with site users, August 2009

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## Advertising space formats

- 1 - Leaderboard (728 x 90 pixels)
- 2 - Half Big Box (200 x 125 pixels)
- 3 - Big Box (300 x 250 pixels)
- 4 - Double Big Box (300 x 250 pixels) +  
(Combination of 2 Big Boxes) (300 x 250 pixels)

## Other available advertising space formats

- Adblock (728 x 90 pixels) +  
(300 x 250 pixels)
- Floating ad (500 x 500 pixels)
- Button (150 x 90 pixels)
- Catfish Variable format
- Wallpaper Variable format
- Text link Variable format
- Newsletter Variable format

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