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Nabou.com was first launched by Nabou.com Services, an innovative internet company based in Cyprus, in 1999. Since then it has grown to be one of the most important players in its market.

'Nabou.com: the big site' is a comprehensive web-resource offering news, reviews, information and media on a varied area of subjects.

Our Goal: to provide our visitors with free services and information quickly and efficiently resulting in an enjoyable internet experience. When designing our pages our first consideration is our visitors and not profit maximisation. This business practice has resulted in Nabou.com being placed highly in the consciousness of internet audiences, and Nabou.com being considered by our loyal visitor base as a high quality internet site.

Our audience varies from college-students to businessmen and from entertainment-buffs to avid book readers. Nabou.com's audience has origins from all over the world* with the US, Canada and the UK being the major players but with European and North American presence rising rapidly. As an advertiser you are given the option to target visitors by their interests and/or location.

Also because your ads are optimally placed and on average only one ad** appears per page, your advertising campaigns receive some of the highest click-through rates on the internet.

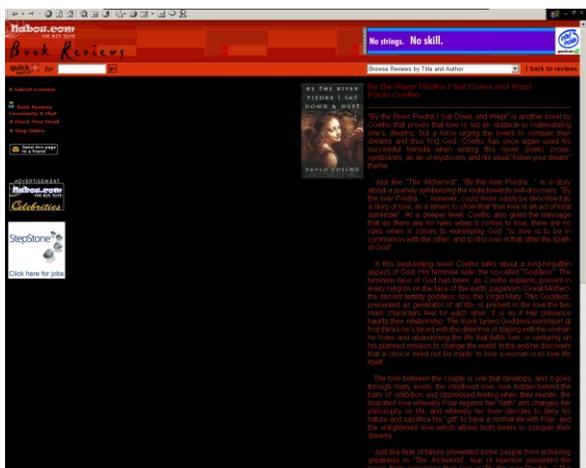
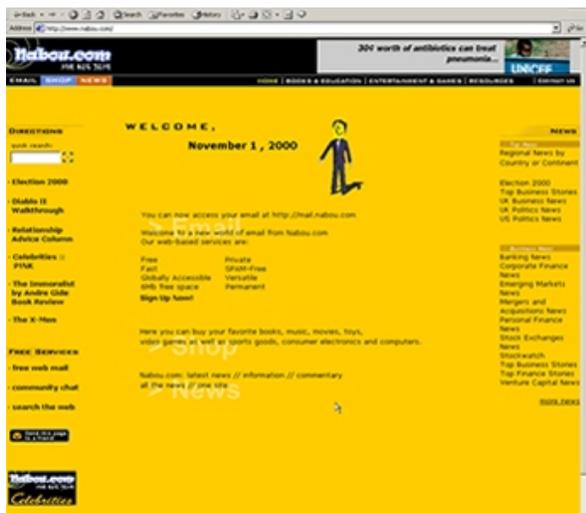
* see the demographics section of this media kit for detailed information on visitor origins

** referring to normal 468x60 banner ads

More information is available online at: <http://www.nabou.com/advertise/>
and from ad pepper media: <http://www.adpepper.com/>

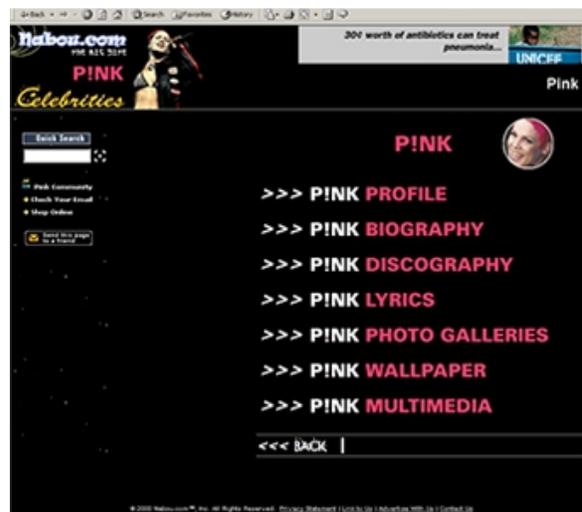
Nabou.com Advertising Products Layout

Nabou.com offers an array of advertising products, so you can reach your target audience effectively.



BANNERS

BUTTONS



TEXT LINKS

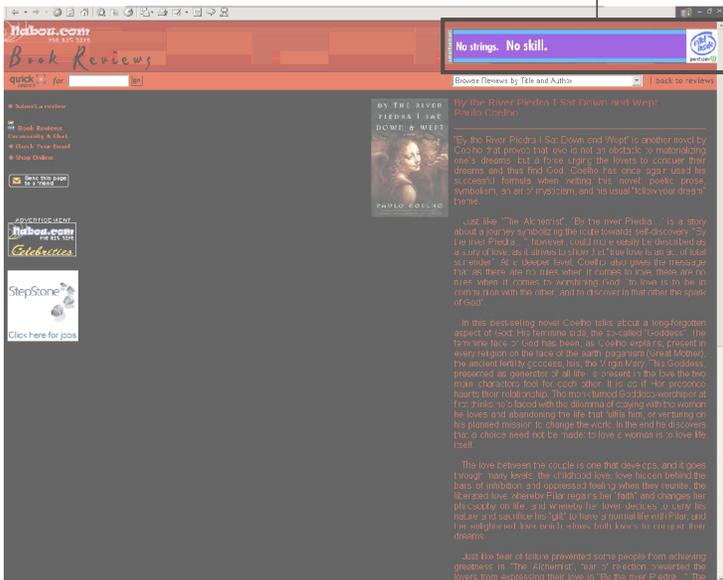
SPONSORSHIPS

Nabou.com Advertising Products Layout

BANNERS

468x60 pixels banners are the ideal way to drive traffic and promote branding.

This tested way of advertising has proven its effectiveness. According to studies, banner advertising is more effective than conventional forms of advertising (eg. TV and print advertising).

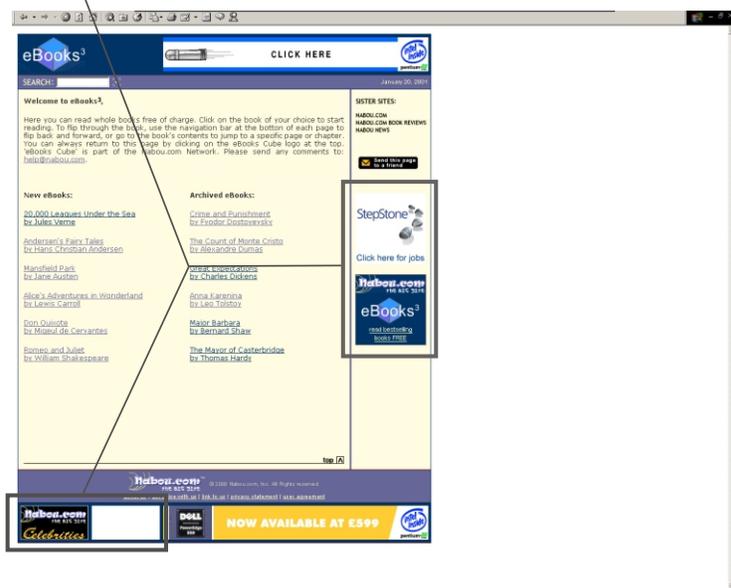
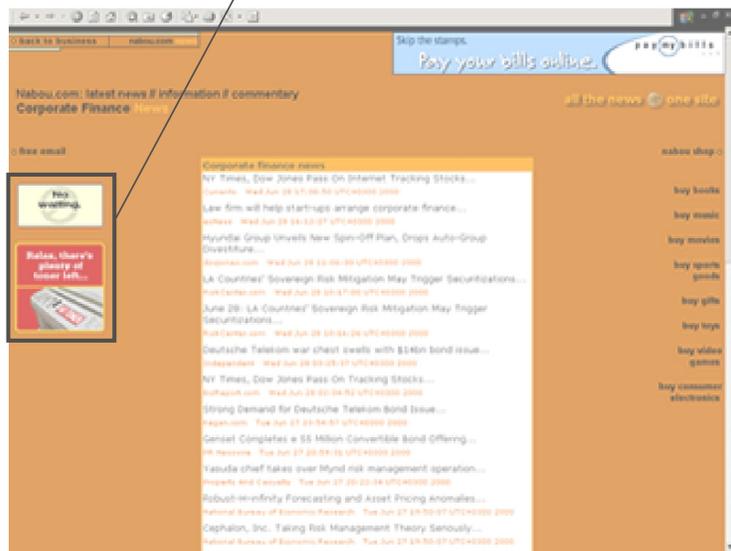
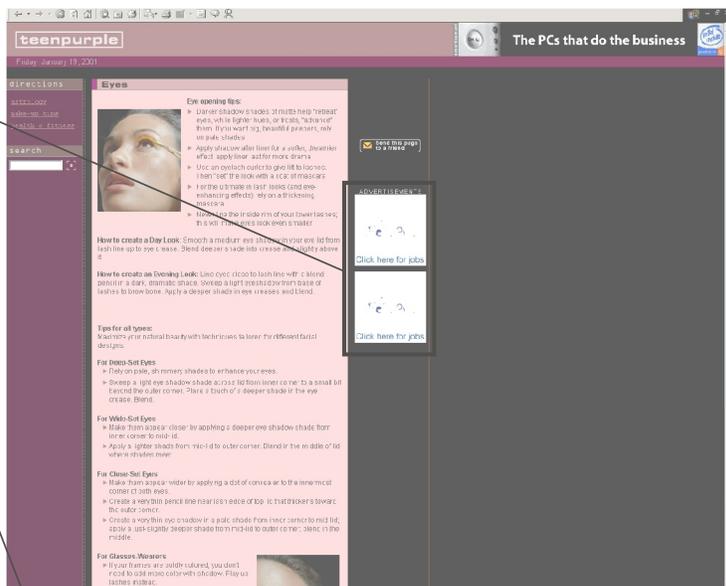


Nabou.com Advertising Products Layout

BUTTONS

120x60 and 125x125 pixels buttons have the same effects of banner advertising but at a lower cost per impression.

Did you know that online advertising increases buyer intent? So more visitors go on to buy after they have been exposed to online advertising.

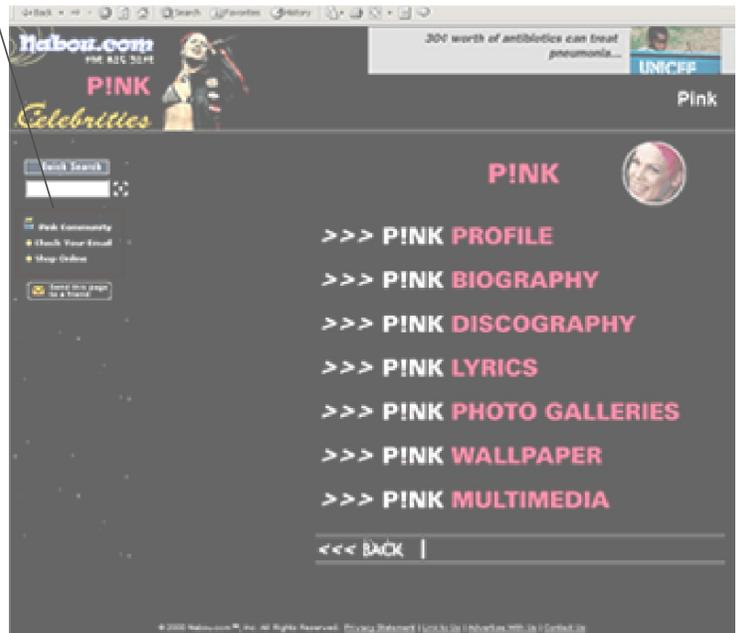
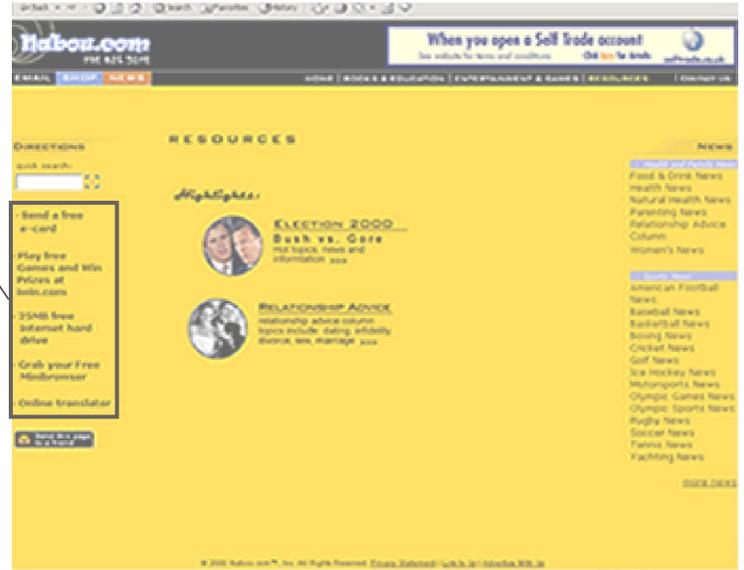


Nabou.com Advertising Products Layout

TEXT LINKS

Advertise with your own promotional sentence linking to your site. This form of advertising has proved the most effective way of driving traffic.

The fact that more people click on text links combined with the very low price makes this form of advertising very appealing.



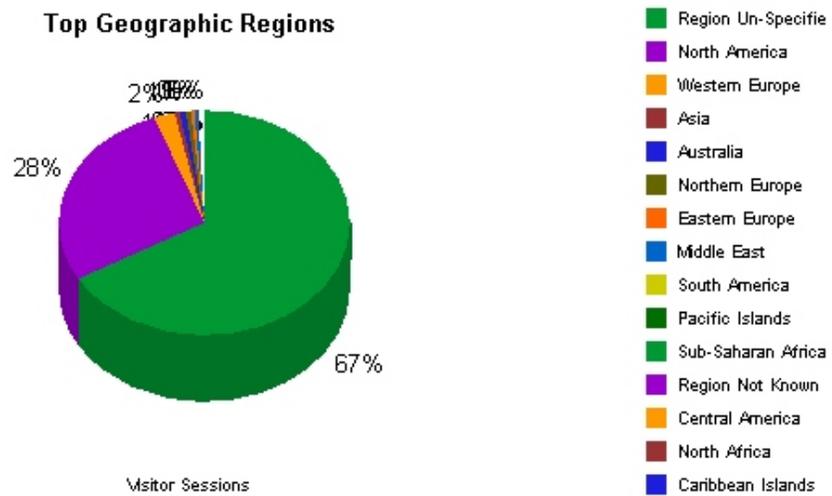
SPONSORSHIPS

We work together to provide a customised advertising solution that brings the greatest exposure to your business.



Demographics

Gender	
Percent Male	66%
Percent Female	34%



Top 20 Most Active Countries (by percentage of visitors)	
	Countries
1	United States
2	Canada
3	AU
4	UK
5	Italy
6	New Zealand (Aotearoa)
7	Singapore
8	Mexico
9	France
10	Germany
11	Belgium
12	Spain
13	Netherlands
14	Sweden
15	Japan
16	Greece
17	Denmark
18	Malaysia
19	Finland
20	Poland

Demographics

North American States and Provinces

This section breaks down web site activity to show which of the North American States and Provinces were the most active on the site. This information is based on where the domain name of the visitor is registered, and may not always be an accurate representation of the actual geographic location of this visitor.

Top 20 North American States & Provinces (by percentage of visitors)	
Rank	State
1	Virginia
2	California
3	Oregon
4	Ontario
5	Washington
6	Massachusetts
7	Florida
8	Vermont
9	New York
10	Manitoba
11	Indiana
12	Utah
13	Iowa
14	North Carolina
15	Connecticut
16	New Jersey
17	New Mexico
18	Illinois
19	Tennessee
20	Arizona

Most Active Cities

This section further breaks down the site's activity to show which cities were the most active on the site. This information is based on where the domain name of the visitor is registered, and may not always be an accurate representation of the actual geographic location of this visitor.

Top 15 Most Active Cities (by percentage of visitors)	
Rank	City, State
1	Vienna, Virginia, United States
2	Falls Church, Virginia, United States
3	Medford, Oregon, United States
4	San Francisco, California, United States
5	Seattle, Washington, United States
6	Hayward, California, United States
7	Boca Raton, Florida, United States
8	Cambridge, Massachusetts, United States
9	Burlington, Vermont, United States
10	New York, New York, United States
11	Tustin, California, United States
12	Indianapolis, Indiana, United States
13	Redmond, Washington, United States
14	Salt Lake City, Utah, United States
15	Chicago, Illinois, United States

Demographics

Most Active Organizations

This section identifies the companies or organizations that accessed the site the most often.

Most Active Organizations		
	Organizations	% of Total Hits
1	America Online http://aol.com	1.13%
2	Home.com http://home.com	1.27%
3	CompuServe http://compuserve.com	0.37%
4	Uunet Technologies Inc. http://uu.net	0.04%
5	Mikota Maentz http://rr.com	0.02%
6	http://psi.net	0.61%
7	Energy Squared http://pol.co.uk	0.03%
9	Pacific Bell Internet Services http://pacbell.net	0.01%
Subtotal For Companies Above		3.48%

Organization Breakdown

This section provides a breakdown by types of organizations (.com, .net, .edu, .org, .mil, and .gov.)

Organization Breakdown		
	Organization Type	% of Total Hits
1	Commercial (.com)	40%
2	Network (.net)	49.16%
3	Education (.edu)	8.16%
4	Organization (.org)	0.89%
5	Military (.mil)	0.94%
6	Government (.gov)	0.65%
7	Arpanet	0.15%
Total for Known Organization Types		100%

Most Used Browsers

This section identifies the most popular WWW Browsers used by visitors to the site.

Most Used Browsers		
	Browser	% of Total Hits
1	Microsoft Internet Explorer	82.38%
2	Netscape	14.31%
3	Other Netscape Compatible	2.4%
Total For Browsers Above		99.09%

Most Used Platforms

This section identifies the operating systems most used by the visitors to the site.

Most Used Platforms		
	Platform	% of Total Hits
1	Windows 98	63.58%
2	Windows 95	15.15%
3	Windows NT	8.88%
4	Others	3.64%
5	Macintosh PowerPC	2.52%
6	Windows 2000	5.57%
7	Windows 3.x	0.14%
8	Linux	0.37%
9	SunOS	0.09%
10	Windows Win32s	0%
11	Macintosh 68K	0.02%
Total For Platforms Above		100%

Contacts

All of our ad sales are done through ad pepper media.
Please contact them indicating you wish to advertise on Nabou.com at:

United Kingdom:

ad pepper media United Kingdom
Dragon Court
27-29 Macklin Street
Covent Garden
London, WC2B 5LX
Tel.: +44 (0) 20 7396 1001
Fax: +44 (0) 20 7544 8401
london@adpepper.com

Austria:

ad pepper media Austria
Köstlergasse 1/30
A-1060 Wien
Tel.: +43 (0) 1 5857 563
Fax: +43 (0) 1 5857 563 20
vienna@adpepper.com

Denmark:

ad pepper media Denmark
Falkoner Alle 112
DK - 2000 Frederiksberg
Tel.: +45 7020 83 88
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copenhagen@adpepper.com

Finland:

ad pepper media Finland
Mannerheimintie 5 C
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Tél : +33 1 58 56 29 29
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Fax +39 02 2901 3172
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NL-2132 ME Hoofddorp
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Fax: +421 7 5464 2271
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Fax +34 932 917 713
barcelona@adpepper.com

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114 32 Stockholm
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Fax.: +46 8 611 98 22
stockholm@adpepper.com

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Fax. +41 1 389 8001
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