

Airplanes.com: The Airplanes Channel presented by NewMedia Holdings, Inc.

Airplanes.com: The Airplanes Channel

Airplanes.com was established in 1995 and was one of the first web sites devoted exclusively to airplanes with news, events, original content, and blogs.

Airplanes.com is strongly branded in the aviation industry as the Airplanes Channel, and is visited by hundreds of users every day, both local and international, looking for airplane related information.

Competitive Advantage of Airplanes.com

Most of the hundreds of thousands of annual visitors to Airplanes.com are searching for airplane related information. Advertising on Airplanes.com gets your product or service seen by a focused marketplace of ready, willing and able consumers and reaches the right demographics and highly targeted audiences interested in airplanes and aircraft, airplane news, pilots, heritage, and airports.

Our site attracted **157,678 visitors** during the last 4 quarters, illustrated by the following chart:

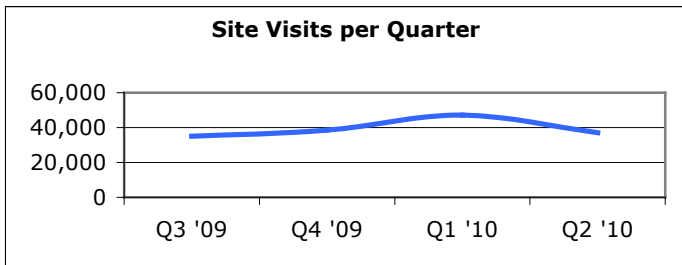


Figure 1: Site Visits per quarter for the last 4 quarters.

We also offer hundreds of pages of original content that was researched, written and reviewed by our editorial staff. Content is updated weekly and presented in the form of Featured Articles and Blogs. Airplanes.com receives hundreds of thousands page views on it's vast collection of original content, ranging from extensive airplane news and articles, information on airplane types, heritage, pilots, manufacturers, airports, and safety.

We also provide video streaming and photo galleries, as well as user polls on the site, where users can vote upon various airplane related topics, giving an even more visually entertaining and interactive experience to our users.

Our Events Calendar is regularly updated to contain various popular airplane events and air shows from across the globe, making sure our users do not miss out on events taking place near them they'd like to attend.

Our site received **352,450 page views** during the last 4 quarters, illustrated by the following chart:

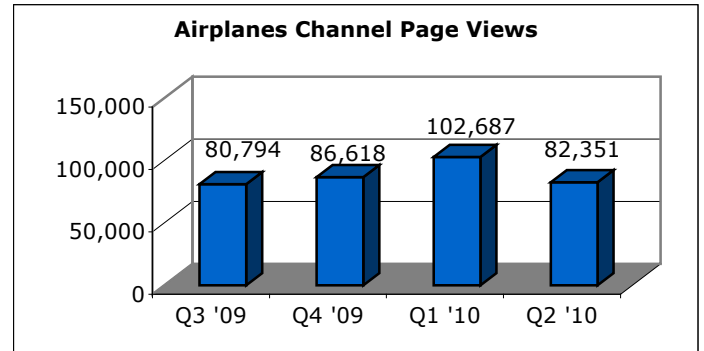


Figure 2: Page Views per quarter for the last 4 quarters.

Our site attracts visitors from across the globe, illustrated by the following chart:

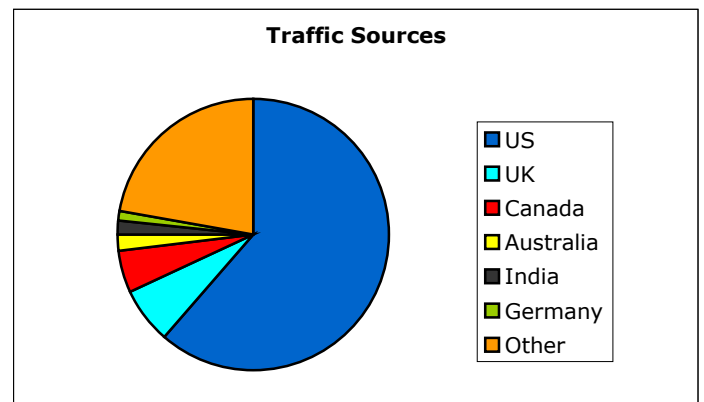


Figure 3: Site Visitor Sources.

We have also developed and implemented publishing and social networking features leading to a community of **14,328 "opt-in", registered users**, and many of our members have expressed an interest to receive airplane related information from us and we are evaluating ways of delivering special offers and discounts through an alliance with strategic partners in the related industries.

NewMedia Holdings Contact Information

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