

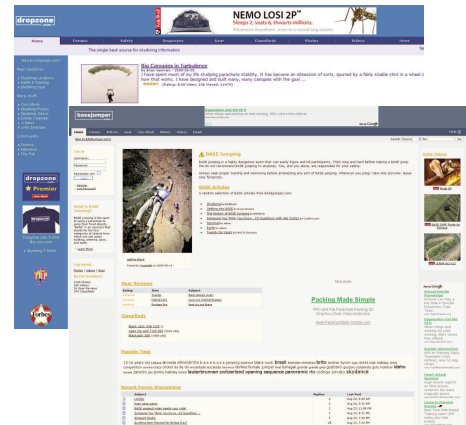
# Dropzone.com BASEjumper.com



Dropzone.com is the largest interactive skydiving destination online. Besides active forums, the site hosts the world's most comprehensive drop zone database. Dropzone.com also offers news and safety articles, a skydiving gear database with reviews, classified ads, videos and photo galleries. This is your site to reach all levels of skydiving enthusiasts, from beginner to professional.

Dropzone.com is frequently referenced and quoted in the media and has received Forbes Magazine's "Best of the Web" award since 2001. Dropzone.com is currently ranked first in the search results for the keyword "drop zone" on Google, Yahoo, and MSN and in the top 5 for the keyword "skydiving."

BASEjumper.com is home to some of the world's most extreme sportsmen and women. BASE (Buildings, Antennae, Spans, and Earth) jumping is a sport involving the use of a parachute to jump from fixed objects. BASEjumper.com is loaded with BASE related articles and information, with a particular emphasis on risk and safety considerations associated with BASE jumping. BASEjumper.com also hosts a classified ad section, gear reviews, and an active online forum where jumpers from across the globe can share ideas and discuss issues. This is a great vertical market for advertisers targeting young consumers who seek adventure travel to hard-to-reach jump sites, specialty gear, rugged audio and video equipment, camping and safety equipment.



## Dropzone.com Statistics

### Site Traffic

- Monthly Visitors: 379,716
- Monthly Unique Visitors: 110,236
- Monthly Pageviews: 4.11 million
- Time Spent on Site: 9:40 minutes

Source: Google Analytics - August 2009

## BASEjumper.com Statistics

### Site Traffic

- Monthly Visitors: 68,172
- Monthly Unique Visitors: 16,888
- Monthly Pageviews: 543,080
- Time Spent on Site: 9:04 minutes

Source: Google Analytics - September 2009



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