



ikonet.com

Media Kit 2010



Number of visitors

- More than **250,000** unique visitors per month
- Over **1,5 million** page views per month (Google Analytics, August 2010)

ikonet.com includes:

- *The Visual Dictionary*, multilingual
- *Virtual Human Body*
- A platform of educational and interactional 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

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.



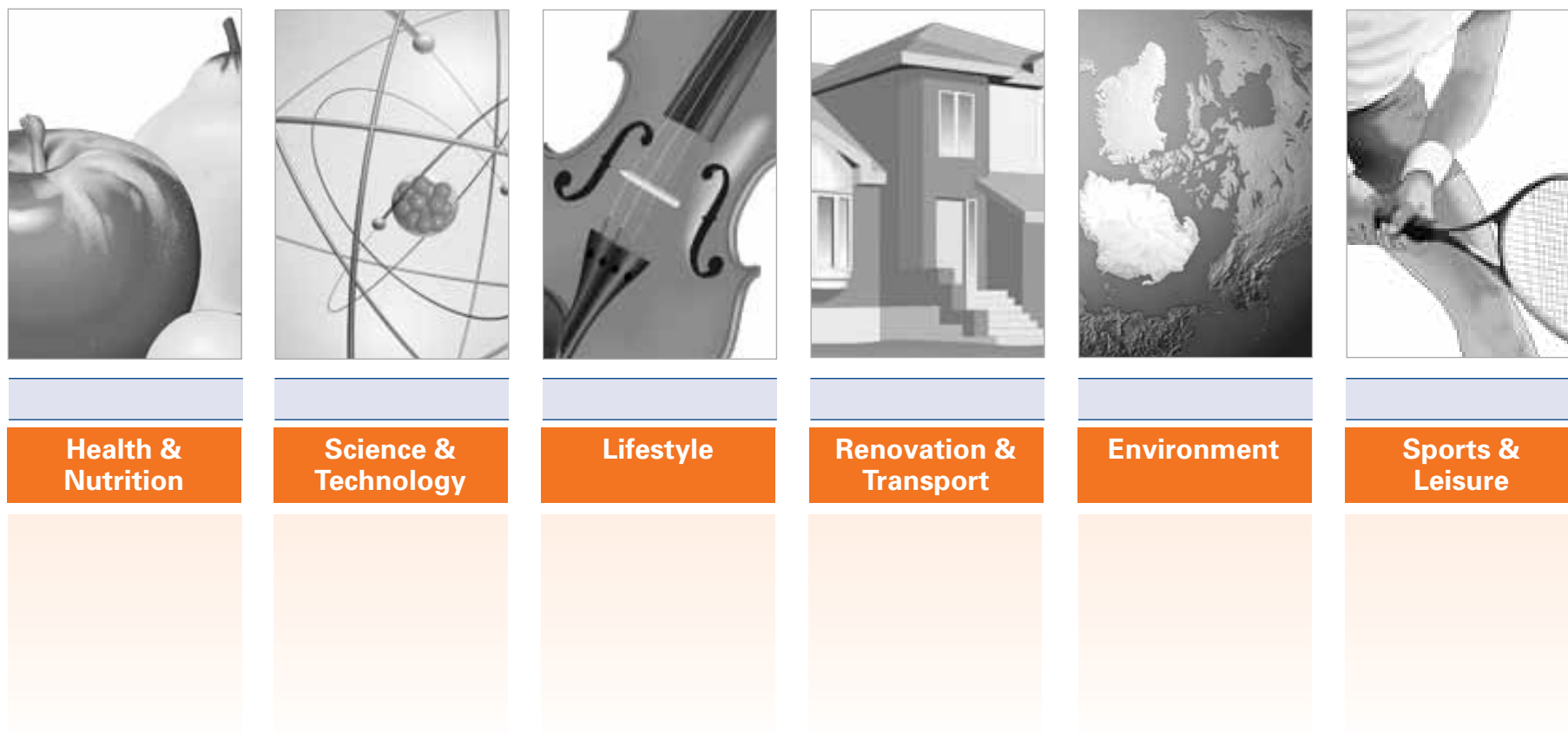
New York
Public
Library

Best of Reference



Nominated for Best
Educational sites

Six thematic sections to reach your target audience



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

Marie-Hélène Giannatos
Director of Interactive Business Development
QA INTERNATIONAL
info@ikonet.com

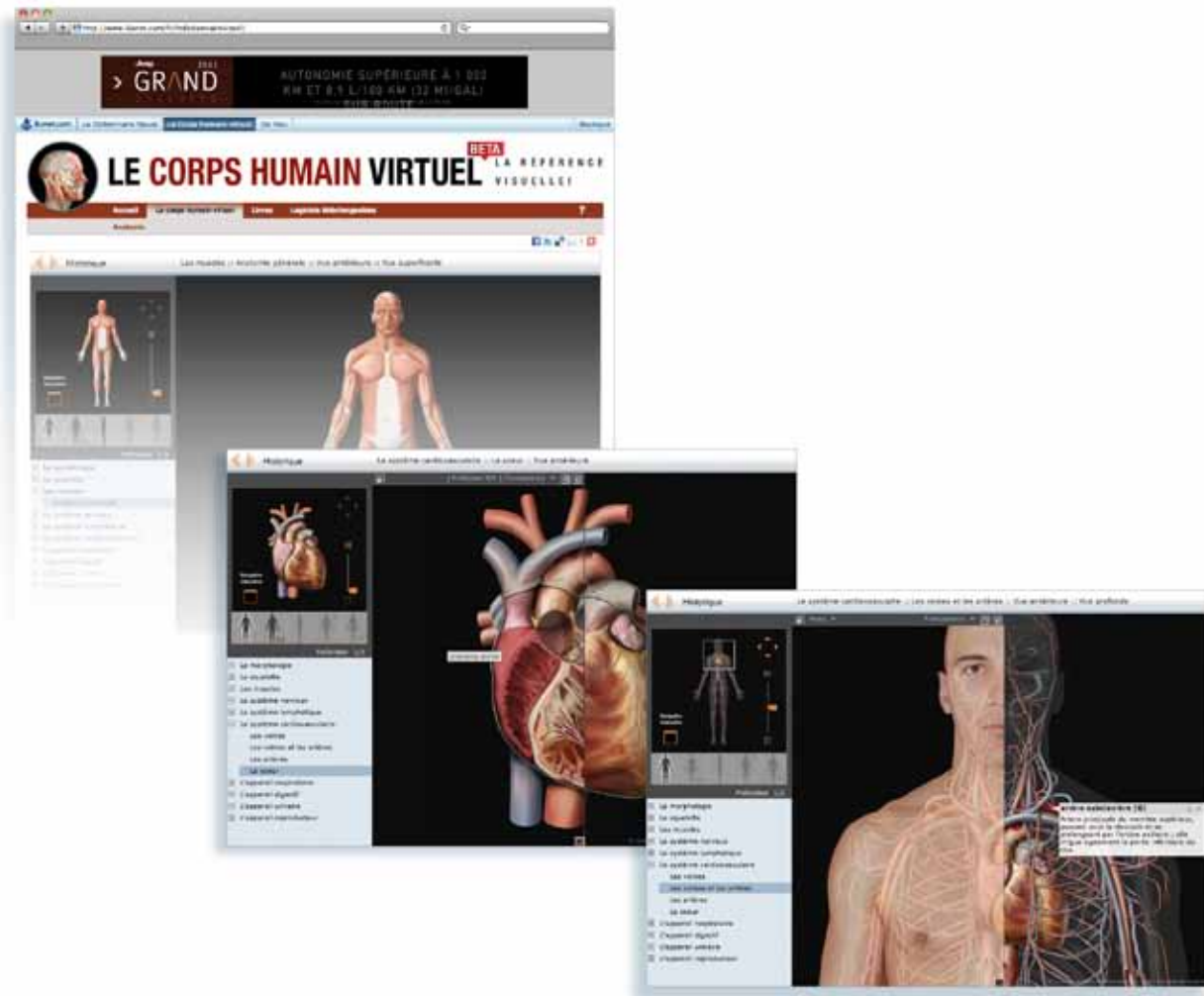


The Visual Dictionary

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!

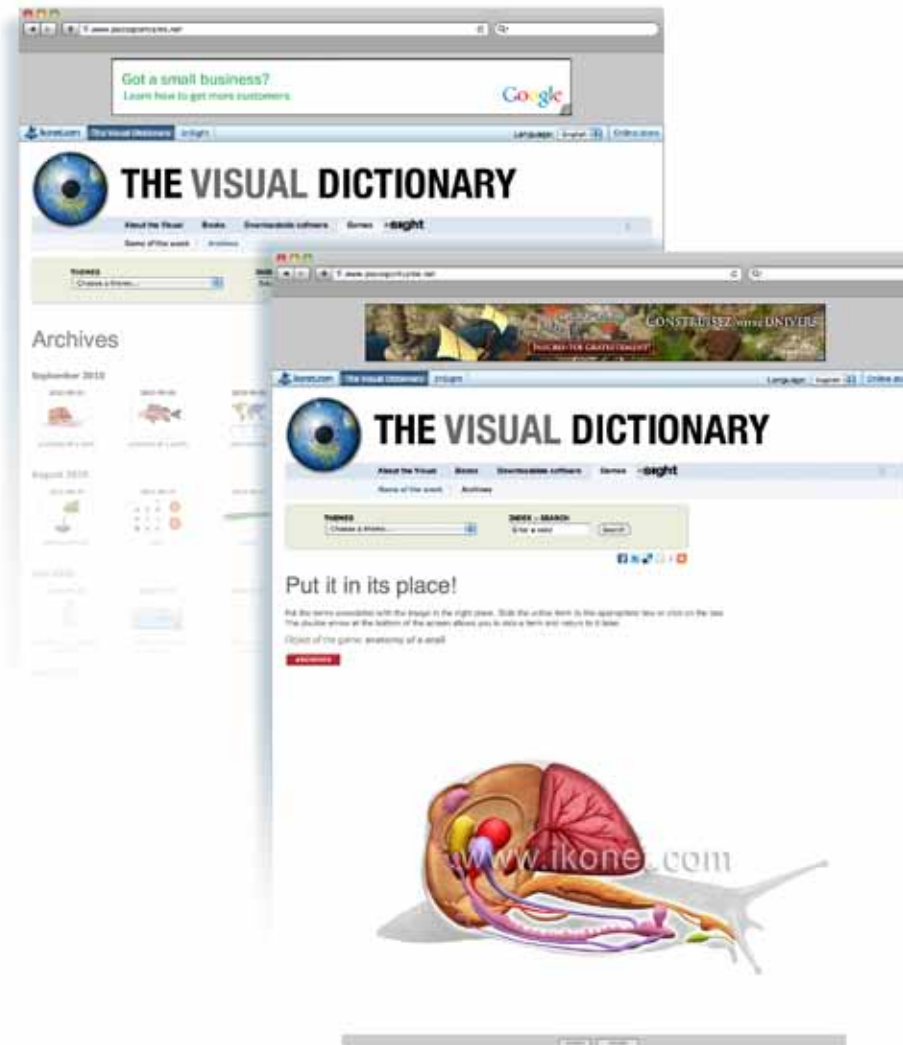
For purchasing of advertising space
or partnership offers, please contact:

Marie-Hélène Giannatos
Director of Interactive Business Development
QA INTERNATIONAL
info@ikonet.com



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!



Entertainment

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



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)

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
50,000 unique visitors per month
250,000 page views per month

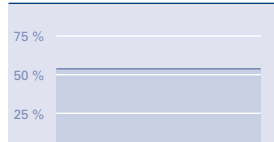
(Google Analytics, August 2010)

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

Marie-Hélène Giannatos
Director of Interactive Business Development
QA INTERNATIONAL
info@ikonet.com

Number of visitors to the network and their profiles¹

250,000 unique visitors per month / 1,500,000 page views per month
Educated Internet users in professions, with strong purchasing power²



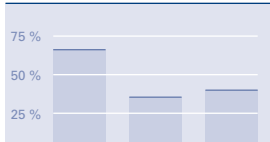
53%

are
women



47%

are
men



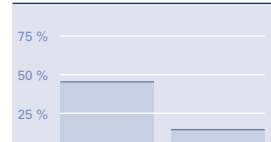
68%

are
age 35 and up,
of which 40%
are ages
35 to 54



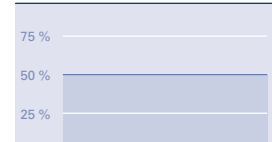
29%

have an **average**
family income
of more than
\$61,000 per year



45%

are **professionals**,
of which 22% work
in the **field of**
education or
in languages



50%

have a
university
degree

¹ Source: Google Analytics, August 2010

² Source: internal survey conducted online with site users, August 2009



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

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

Marie-Hélène Giannatos
Director of Interactive Business Development
QA INTERNATIONAL
info@ikonet.com



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

Marie-Hélène Giannatos

Director of Interactive Business Development
QA INTERNATIONAL

329, de la Commune West
Montreal, QC H2Y 2E1

T: 514-499-3000
F: 514-499-3010
info@ikonet.com
www.ikonet.com