

PRINT IS THRIVING--ONLINE

The top 320 magazine Web sites received on average 67.5 million unique visitors per month during the fourth quarter of 2007--an 8.1% jump from the same period in 2006, according to Web data collected by Nielsen Online and compiled by the Magazine Publishers of America. That's a faster rate of growth than the Internet overall, where the total U.S. online population rose 2.4% year-over-year.

These figures mean that magazine Web sites reached almost 42% of the total U.S. online population of about 160 million in the fourth quarter, an increase of 7.1% over last year's reach.

These users generated 434.4 million visits in the fourth quarter--up 12.3%, while time spent increased 5.5% to an average 1.78 billion minutes per month.

In terms of unique visitors per month, magazine Web sites bested newspapers, where the total unique audience for newspaper Web sites increased 9% in the fourth quarter to an average 62.8 million per month.
-- Eric Sass, writing in Media Daily News



3.4 Million unique visitors in the past 12 months.

"Advertisers are switching rapidly from traditional print to internet-based platforms," said Todd Stewardson, Vice President Sales for the Thomas Kinkade Company.

ONLINE ADVERTISING TO WITHSTAND ECONOMIC SLOWDOWN

Online advertising grew 27 percent last year, making it a sector unlikely to be affected even if the U.S. economy capsize this year, according to an IDC analyst. [International Data Corporation (IDC) is a company providing market intelligence, and advisory services for the information technology, telecommunications and consumer technology markets.

IDC has been in business for 43 years and has more than 900 analysts offering global, regional, and local expertise on technology and industry opportunities and trends in over 90 countries.]

In discussing the company's latest quarterly report about Internet advertising, IDC analyst Karsten Weide said businesses affected by the slowing U.S. economy will slash other advertising budgets before paring their online campaigns. "We think there will be some

effect on ad spending overall, but we think online ad spending will almost be unaffected even if there's a depression," he said.

Internet ad spending totaled \$7.3 billion for the fourth-quarter of 2007, about 28 percent more than the same period in 2006, according to IDC. For the 2007 calendar year, it reached \$25.5 billion, representing year-over-year growth of 27 percent.

For those who fear a coming recession and a repeat of the carnage that came seven years ago, when the so-called dot-com boom went bust, Weide has good news. "Everybody is looking back to the last recession which coincided with the crash of Web 1.0," he said. "Back then, of course, online advertising decreased in real terms. Spending went down in absolute terms," he said.

IDC doesn't expect that scenario to happen this time. Why? "Back then a lot of advertisers still saw online advertising as experimental and that's not the case anymore. It's a well accepted means of advertising now and in fact many advertisers say Internet advertising is more effective than other forms."

-- Fred Aun, writing in ClickZ

INTERNET PLAYS LARGER PART IN RACING RETAILERS' LIVES

A survey of racing retailers by Performance Racing Industry magazine found that one fourth of the retailers chose the Internet as the most effective advertising medium for their business.

Following up with an email campaign to leads generated through Internet advertising and your website can be an effective way to bringing a special service or price directly to your potential customers who have already shown interest in your product.

In the same survey, 68 percent of the retailers said they spend over 30 minutes per week on a motorsports website. Almost half (45%) spend 2 hours or more per week.

ECONOMIC SLOWDOWN MEANS ADVERTISERS MUST GET MORE CREATIVE

If consumers are spending less in recent months retailers must change the way they do advertising, according to many marketing experts. They are going to have to get more creative.

"You've got to play offense. Now is the time to be aggressive and go out and get market share," said Mike Boylson, exec. VP-chief marketing officer, J.C. Penney, quoted in Advertising Age. Marketers must explain to consumers why they should buy a product...what's the benefit for them.

Digital may be the least vulnerable media buy in times of economic downturn because it is inherently more measurable than other media.

ARE YOU PUTTING YOUR ADVERTISING DOLLARS WHERE YOUR CUSTOMERS ARE?

Research Briefs reports that 85% of the world's online population has used the Internet to make an online purchase, increasing the market for online shopping by 40% in the last two years, according to a Nielsen Online Global Survey.

Yet, while the online market is growing and consumers are spending 30% of their media time online, marketers are

investing only 7.5% of their budgets in online marketing initiatives according to Media Post.

Advertising 101 says your advertising medium should be the same percentage as the market share of your sales. Do you need to juggle your advertising dollars?

COMING SOON TO AN AIRPLANE NEAR YOU

Soon you will be able to surf the 'net while you're in the air. American Airlines plans to offer Internet service on some of its planes by this summer. At the same time, Southwest Airlines will begin testing in-flight Internet service.



CONTACT

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