



SCED Stats

www.SoCalEquine.com

The Southern California Equestrian Directory has grown continually since it's inception in 1999. SCED has become a powerful advertising network and our stats prove it. Throughout the years, our advertisers have continually reported back to us as to the effectiveness of their advertising with SCED. In most cases, SCED has proven to be the top provider of traffic to their web sites and businesses.

SCED receives well over 50,000 visitors each and every month. On top of that, over 60% of those visits are returning visitors. This translates to continued viewer interest in the products and services presented through SCED.

Following is a summary of our viewer statistics showing our growth and stability over the past 4 years.

2003

<u>Statistics</u>	<u>Total</u>	<u>Monthly Avg.</u>
Visitors	171,752	14,313
Unique IP's	97,949	8,162
Pages	321,653	26,804
Hits	1,574,819	131,235

2004

<u>Statistics</u>	<u>Total</u>	<u>Monthly Avg.</u>
Visitors	283,446	23,621
Unique IP's	127,548	10,629
Pages	504,991	42,083
Hits	3,285,850	273,821

2005

<u>Statistics</u>	<u>Total</u>	<u>Monthly Avg.</u>
Visitors	422,482	35,207
Unique IP's	221,980	18,498
Pages	811,094	67,591
Hits	9,244,591	770,383

2006

<u>Statistics</u>	<u>Total</u>	<u>Monthly Avg.</u>
Visitors	731,651	60,971
Unique IP's	309,238	25,770
Pages	1,223,056	101,921
Hits	11,802,725	983,560

Statistical data is compiled through November 30, 2008 based on Analog statistics

2007

<u>Statistics</u>	<u>Total</u>	<u>Monthly Avg.</u>
Visitors	708,800	59,067
Unique IP's	333,882	27,824
Pages	964,765	80,397
Hits	9,845,718	820,477

2008

<u>Statistics</u>	<u>Total Thru Nov</u>	<u>Monthly Avg.</u>
Visitors	619,364	51,614
Unique IP's	318,100	26,508
Pages	783,269	65,272
Hits	9,425,485	785,457

For businesses that use SCED for their advertising needs, this translates to increased direct market traffic directly to their businesses.

Increased Target Traffic = Increased Sales

SCED offers Banner and Button advertising throughout the directory for equestrian related businesses to advertise their products and services.

SCED also offers Sponsor Link packages for both small and corporate size business.

To view our advertising packages in a nut shell visit:

[**2009 Advertising Made Easy**](#)