



ikonet.com

MEDIA KIT 2012

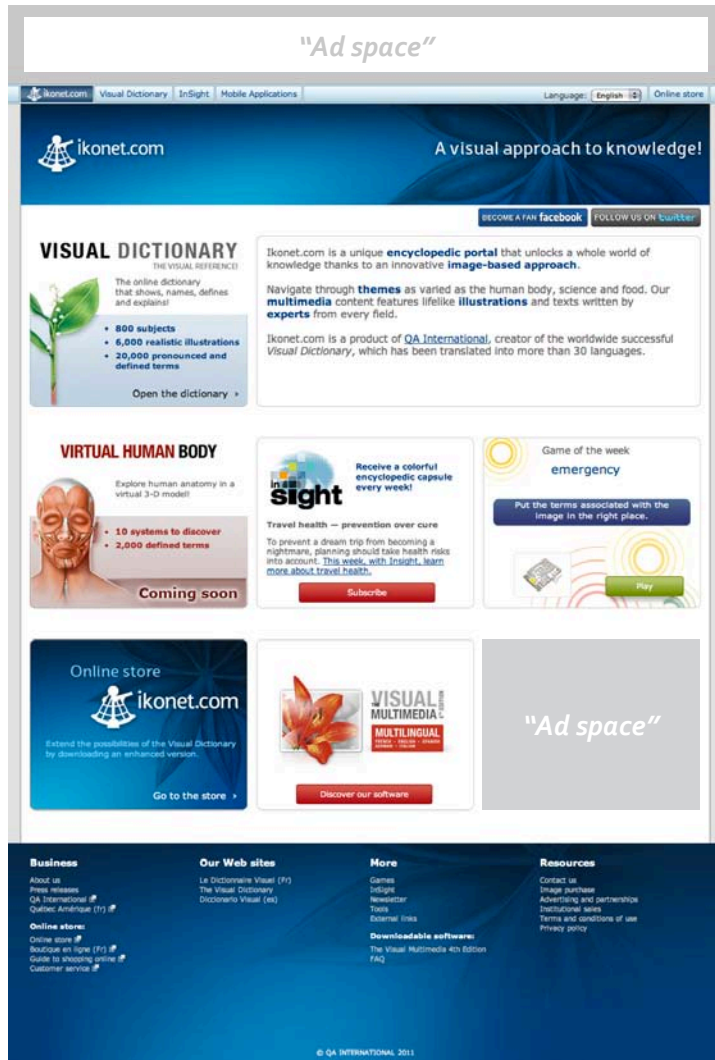
ikonet.com is a unique encyclopedic portal that unlocks a whole world of knowledge through an innovative image-based approach.

- Awarded the **Mérite du français in information technologies**, Office québécois de la langue française
- Nominated for **Best Educational Website**, The Webby Awards
- Named **Best of Reference**, New York Public Library
- High-quality medical illustrations that have won have won an award from the American **Association of Medical Illustrators**
- **5** educational and interactive **channels** and **3** renowned **partner websites**
- Over **575,000 unique visitors** per month*
- More than **2 million** page views per month*
- Constantly evolving **multilingual content** (English, French, Spanish and German)
- Illustrations and content well referenced in main search engines and directories
- Target audience by country or geographical region

*Google Analytics, January 2012



5 educational and interactive channels and 3 renowned partner websites



In the ikonet.com domain:

- The Visual Dictionary
 - English version
 - French version
 - Spanish version
 - The Health channel
 - Virtual Human Body
 - The Games channel
 - Put it in its place!
 - The ikonet Food channel
 - Foods
 - Recipes
 - Cooking techniques
 - Nutrition
 - Tools
 - New exclusive content each week thanks to InSight encyclopedic capsules (also available in French) and the ikonet blog (French only).
- + prestigious partner sites
- Merriam Webster Visual Dictionary Online
 - Pons Online-Bildwörterbuch
 - Larousse Mexico Diccionario Visual

Content that is unique, interactive and constantly evolving.

More channels to reach your target audience worldwide

■ The Visual Dictionary, le Dictionnaire Visuel, el Diccionario Visual

An innovative online dictionary that shows, names, defines and explains!

Unique in its genre, the Visual Dictionary offers 6,000 larger-than-life, full-color illustrations, 20,000 terms selected by terminology experts and 17 themes summarizing all aspects of everyday life.

Web address: <http://www.ikonet.com/en/visualdictionary>

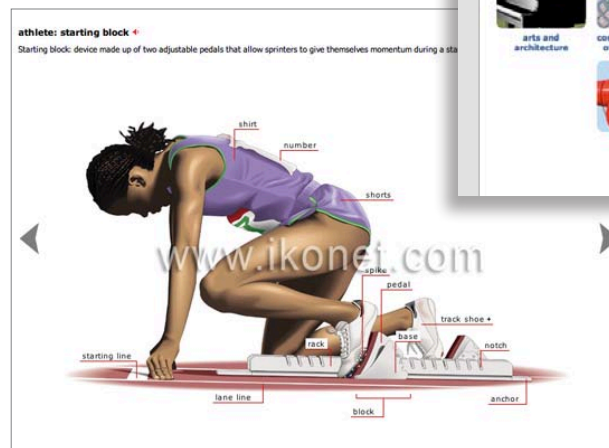
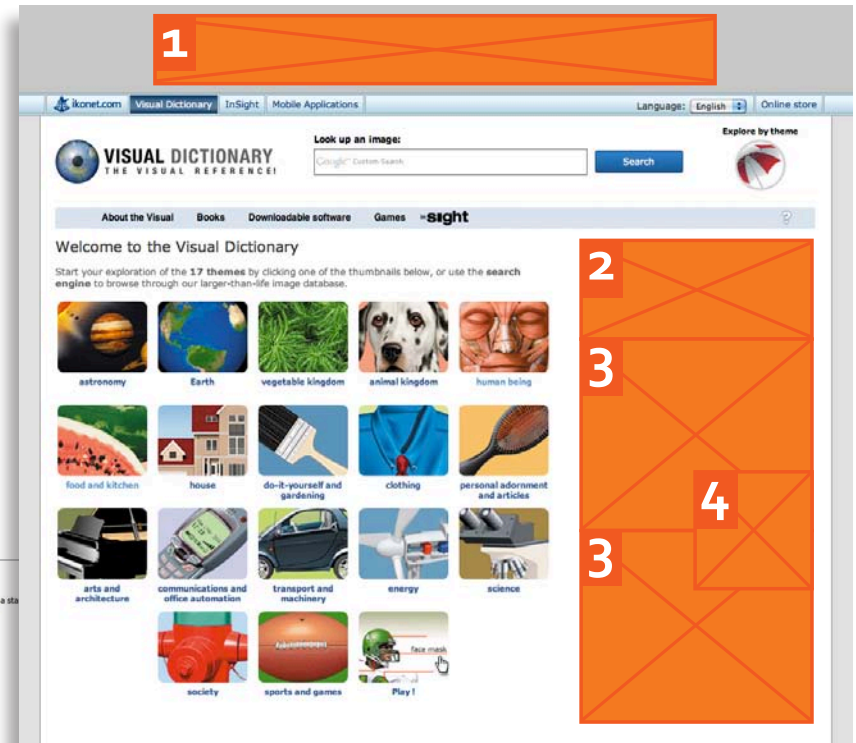
Subjects: 17 themes

Languages: English, French, Spanish

Average number of unique visitors per month*: 10,000

Moyenne d'impressions par mois*: 35,600

*Google Analytics, August 2011 - January 2012



Possibility of posting an advertising campaign on the entire channel or in certain targeted themes: animals, plants, foods, anatomy, sciences...

AVAILABLE ADVERTISING FORMATS: Leaderboard (1), Half Big Box (2), Big Box (3), Double Big Box (4), mention of your brand or product

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

Marie-Hélène Giannatos
Director, Digital Business Development
QA INTERNATIONAL
info@ikonet.com

More channels to reach your target audience worldwide

■ The Health channel: Virtual Human Body (coming in 2012)

The anatomy of the human body as you have never seen it before

Virtual Human Body features a lifelike virtual model of a human body. Thanks to its multiple options, it allows the user to visualize each system and apparatus in the human body along with the organs that comprise them.

Web address: www.ikonet.com/en/health/virtual-human-body/

Subjects: health, the body

Language: English, French

Average number of unique visitors per month: unavailable

Average page impressions per month: unavailable

The *Virtual Human Body's* French version comes up in Google's top search results for many key words, including: *corps humain virtuel* (virtual human body), *corps humain* (human body), *anatomie du corps humain* (anatomy of the human body), *le corps humain* (the human body), and *corps humain 3D* (3D human body).*

*Stats for French version, English version to be released in the coming months - Google Search January 2012



The screenshot displays the Virtual Human Body website interface. At the top, there is a navigation bar with 'Home', 'Virtual Human Body', 'Anatomical Dictionary', 'Help', and 'Mobile App'. Below the navigation bar, there are social media links for Facebook, Twitter, and LinkedIn. The main content area is divided into several sections:

- Section 1:** A large orange banner at the top right of the page.
- Section 5:** A large orange banner above a 3D anatomical model of a human body showing muscles. The model is labeled 'external oblique muscle'.
- Section 3:** A large orange banner below the 3D model.
- Section 2:** A 3D anatomical model of the cardiovascular system, showing veins and arteries. The model is labeled 'external jugular vein [L]' and 'Superficial vein, draining blood from the brain, face and neck, to the subclavian vein.'

The interface also includes a sidebar with a list of anatomical systems: Morphology, Skeleton, Muscles, General anatomy, Nervous system, Lymphatic system, and Cardiovascular system. The Cardiovascular system is currently selected, and its sub-sections (Veins and Arteries) are visible.

Visual content, unique in its genre, to reach your target audience.

AVAILABLE ADVERTISING FORMATS: Leaderboard (1), Custom Banner (5), Big Box (3)

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More channels to reach your target audience worldwide

■ The Games channel

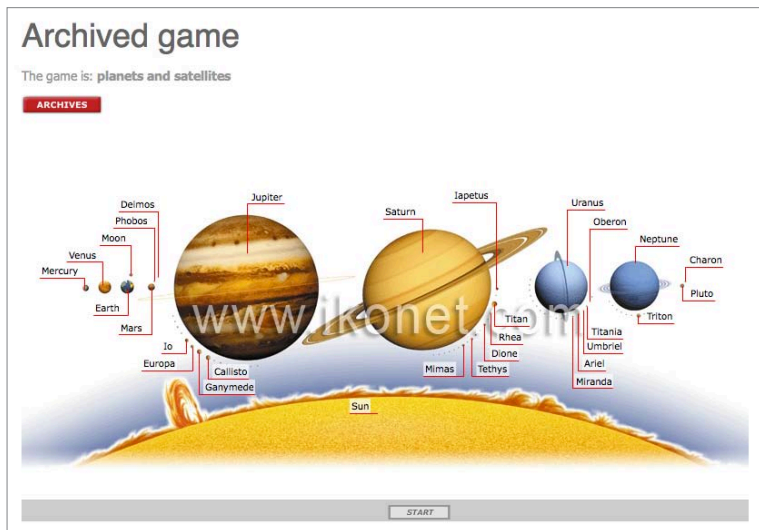
An educational game to acquire vocabulary and improve one's knowledge of the English language – or a particular subject – while having fun.

The game *Put it in its place!* is a good way to enrich our visitors' vocabulary and test their language skills. Using illustrations from the *Visual Dictionary*, the game covers a wide variety of subjects.

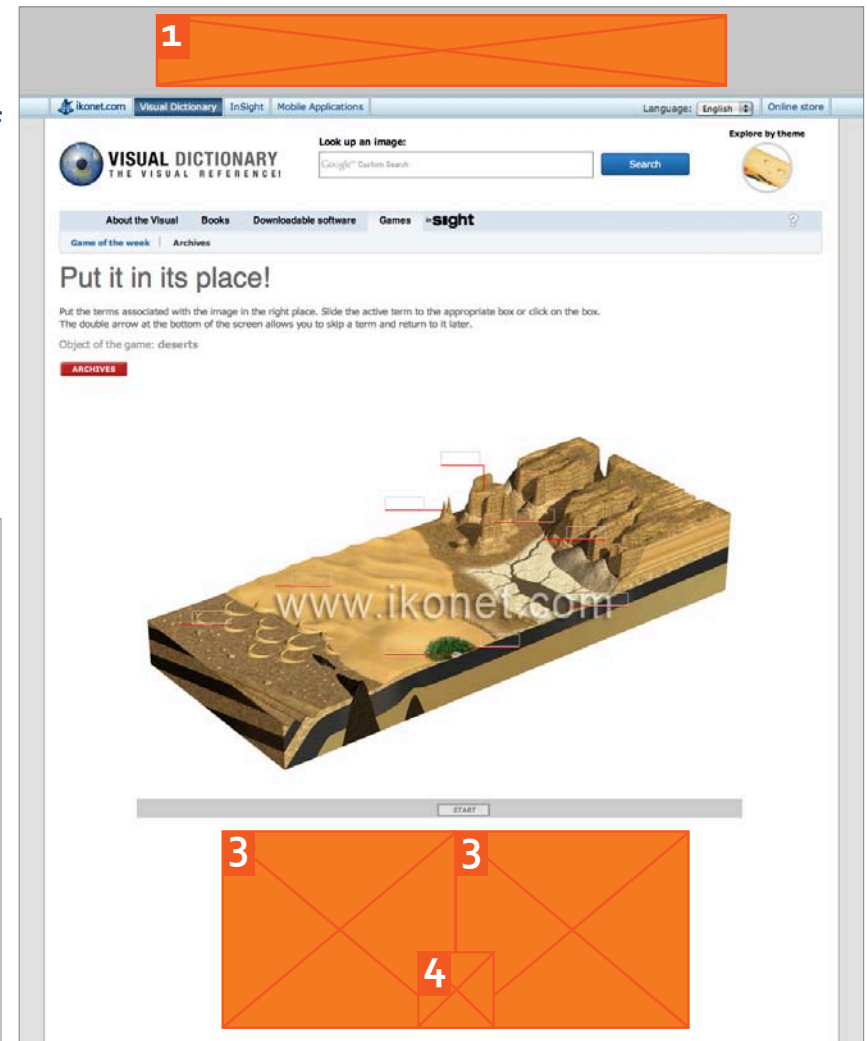
Web address: http://www.ikonet.com/en/visualdictionary/static/us/put_in_place

Subjects: 17 themes

Language: English, French



Different themes covering various fields of interest.



AVAILABLE ADVERTISING FORMATS: Leaderboard (1), Big Box (3), Double Big Box (4)

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More channels to reach your target audience worldwide

■ The ikonet Food channel (coming soon)

Everything about foods, from their origins to your plate.

ikonet Food is intended to be one of the most comprehensive websites in the genre. It includes 600 recipes, 50 videos of culinary techniques and an encyclopedia describing 1,000 varieties of food in detail.

Web address: [http://www.ikonet.com/en/\(to-come\)](http://www.ikonet.com/en/(to-come))

Subjects: food, cooking, health

Languages: English, French

Food from every angle: fresh foods, recipes, culinary techniques, nutrition, tools.

The screenshot displays the Ikonet Alimentation website interface. At the top, there is a navigation bar with categories: FOOD, RECIPES, CULINARY TECHNIQUES, NUTRITION, and TOOLS. The main content area features several sections: 'Ingredient of the week' (Tempah), 'Recipes of the week' (Cabbage soup), 'Search for a recipe by' (with filters for Plate type, Main ingredient, and Preparation time), 'Cooking Techniques Videos' (Cutting Greens into a Chiffonade), 'Nutrients' (Vitamin A), 'Cooking Glossary' (Barquette), and 'Insight' (Prevention and relief of back pain). A large orange box on the right side of the page is divided into four numbered sections (1, 2, 3, 4) for advertising. The footer contains a list of categories (ALIMENTS, RECIPES, NUTRITION, BUSINESS), a list of top recipes, and social media icons for Facebook and Twitter.

AVAILABLE ADVERTISING FORMATS: Leaderboard (1), Half Big Box (2), Big Box (3), Double Big Box (4)

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More channels to reach your target audience worldwide

Newsletters

Our weekly newsletters allow subscribers to be the first to discover the encyclopedic capsule and the game of the week. They also inform subscribers about news and special offers on our websites.

InSight

Language: English

Delivery frequency: weekly

Number of subscribers: 5,000

De Visu

Language: French

Delivery frequency: weekly

Number of subscribers: 6,000

Other available advertising alternatives:

Banner: measurements according to your need

The possibility of developing custom content: we have dedicated editorial and graphic design teams to meet your advertising needs.

Different themes covering various fields of interest.

The image displays two overlapping screenshots of newsletters. The top screenshot is for 'De Visu', a French newsletter, featuring a banner for 'Les deserts' and articles on desert life and a game. The bottom screenshot is for 'InSight', an English newsletter, featuring an article on Earth and a 'GAME OF THE WEEK' section.

AVAILABLE ADVERTISING FORMATS: custom banners, with possibility of customized text

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More channels to reach your target audience worldwide

■ The ikonet blog (French only)

Science, culture and news, beyond the image.

Each week the ikonet bloggers post newsworthy items featuring illustrations from the *Dictionnaire Visuel*. A variety of domains, from health education to the latest technologies, are covered in the posts.

Web address: www.ikonet.com/fr/blogue

Subjects: news, health, society, biology, ecology, the environment

Languages: French

Average number of unique visitors per month*: 3,000

Number of page impressions per month*: 5,000

*Google Analytics August 2011 – January 2012

Other available advertising alternatives:

Possibility of developing custom content: we have dedicated editorial and graphic design teams to meet your advertising needs.



Different themes covering various fields of interest.

The screenshot shows the homepage of the ikonet.com blog. At the top, there is a navigation bar with links to 'Dictionnaire Visuel', 'Santé', 'Jeux', 'De Visu', 'Applications mobiles', 'Blogue', and 'Boutique'. The main header features the 'ikonet.com Blogue' logo and the tagline 'Science, culture, actualités, au-delà de l'image.' Below the header, there are three main article sections, each with a title, author, and publication date. The first article is 'J'ai exploré les frontières du cosmos' by Ophélie, published on 14 février 2012. The second is 'Les langues ont-elles des états d'âme ?' by Anne, published on 9 février 2012. The third is 'Le sucre, ce doux poison...' by Marie-Anne, published on 7 février 2012. Each article includes a small image, a brief text snippet, and social media sharing options (Like, Twitter, Facebook, etc.). On the right side of the page, there is a search bar and a 'Nuage de mots-clés' (word cloud) containing terms like 'Ecologie Éthique', 'Actualité', 'ADN', 'Alimentation', 'Animaux', 'Architecture', 'Art', 'Astronomie', 'bactérie', 'Biologie', 'communication', 'corps humain', 'Désastre', 'Enfants', 'Femmes français', 'Futur', 'Géographie', 'Géologie', 'Histoire', 'Histoire de la communication', 'Honneurs', 'Industrie', 'Information', 'Internet', 'Jour de la Terre', 'la langue', 'Littérature', 'maladie', 'Mode de vie', 'Nature', 'plantes', 'Politique', 'Pollution', 'prévention', 'recherche', 'santé', 'Société', 'télécommunication', 'Terre', 'TRUCS', and 'végétaux Voyage'. At the bottom right, there is an 'Archives' section listing the months of 2012 (février, janvier, décembre) and 2011 (décembre).

AVAILABLE ADVERTISING FORMATS: Leaderboard (1), Big Box (3), mention of your brand or product in articles

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More websites to reach a worldwide audience

3 renowned partner websites

Three renowned partners, three different languages and 1,500,000 page views will allow you to target your message and give your brand, products or services greater visibility.

Merriam Webster Visual Dictionary Online

Web address: <http://visual.merriam-webster.com/>

Subjects: 15 themes

Language: English

Average number of unique visitors per month*: 360,000

Average page impressions per month*: 1,080,000

Pons Online-Bildwörterbuch

(Visual Dictionary, German version)

Web address: <http://bildwoerterbuch.com/>

Subjects: 17 themes

Language: German

Average number of unique visitors per month*: 71,000

Average page impressions per month*: 300,000

Larousse Mexico Dicionario Visual (online since March 2012)

(Visual Dictionary, Spanish version)

Web address: <http://dicionariovisual.larousse.com.mx/>

Subjects: 17 themes

Language: Spanish

*Google Analytics August 2011 – January 2012



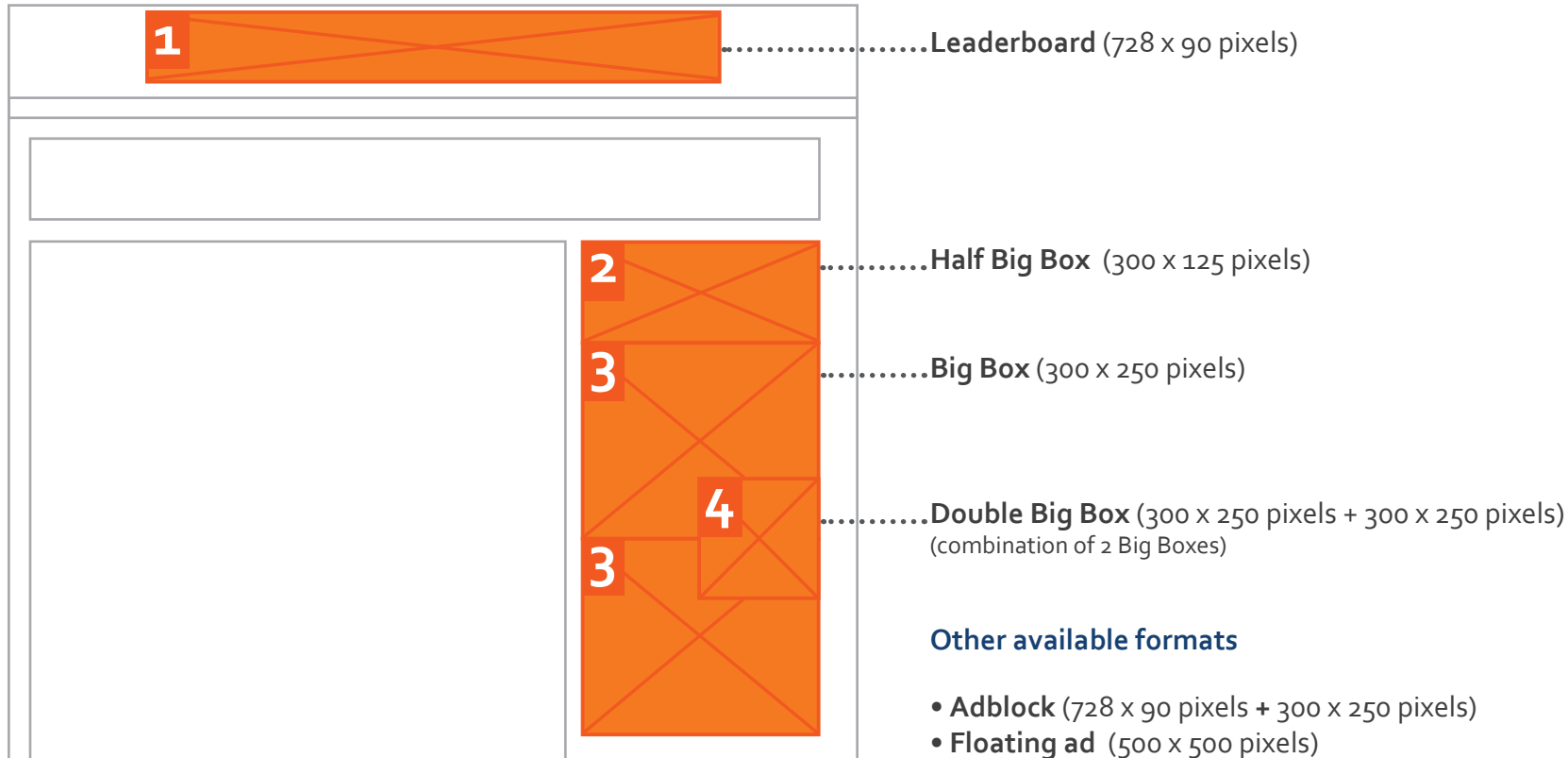
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AVAILABLE ADVERTISING FORMATS: Leaderboard (1), Half Big Box (2), Big Box (3), Double Big Box (4), mention of your brand or product

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Available advertising space formats



Other available 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)
- **Advertising feature, or sponsorship of blog post**

575,000 unique visitors – 2,000,000 page views per month*

Educated Internet users in professions, with strong purchasing power**

- 44% are women
- 56% are men
- 56% are age 35 and up, of which 26% are ages 35 to 54
- 33% are ages 18 to 34
- 44,5% are professionals or retired
- 25% are students
- 44% have a university degree
- 40% are learning a language

Audiences

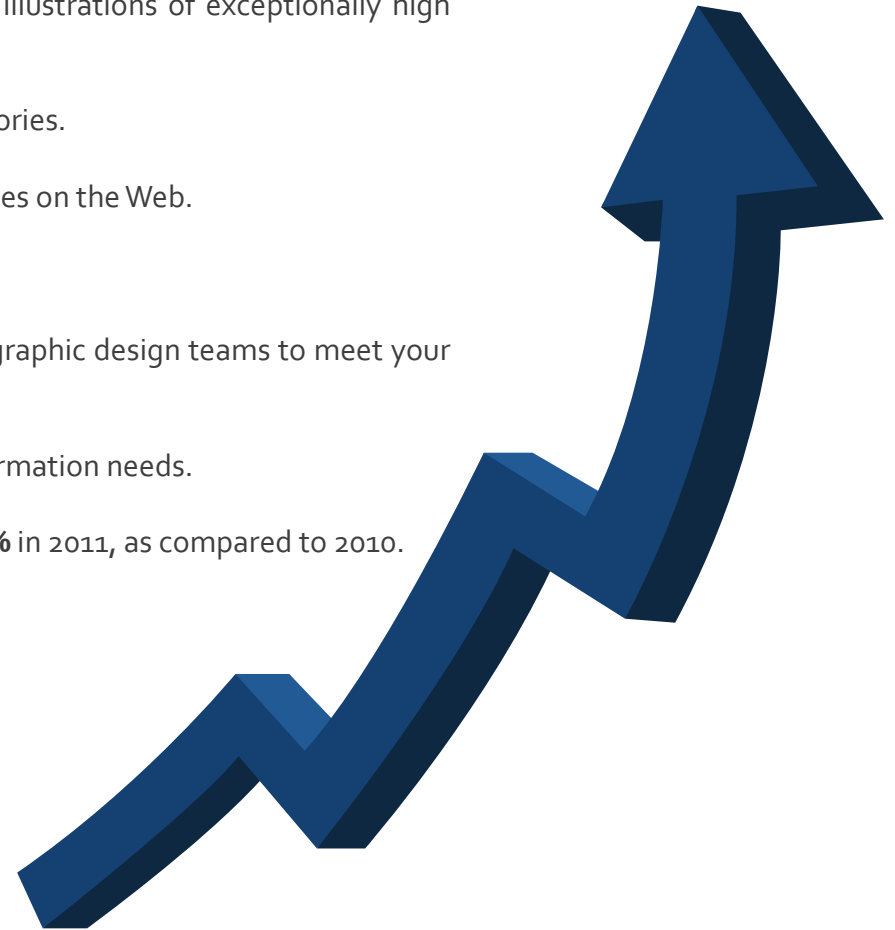
- Audience 1: **professionals ages 25 to 34** with a university degree.
- Audience 2: **retired, ages 55 to 64** with a university degree.
- Audience 3: full-time **students ages 18 to 24**.
- **40%** of visitors to ikonet are learning a language; a majority of them are ages 18 to 34.

*Google Analytics August 2011 – January 2012

**Source: Survey conducted online with 200 website users, November 2011



- **Unique content in 4 languages (French, English, Spanish and German);** illustrations of exceptionally high quality.
- **Illustrations and content well referenced** in main search engines and directories.
- **Exclusive content uploaded weekly,** which **increases the visibility** of our sites on the Web.
- **Content optimized for search engines** to attract targeted visitors.
- Possibility of developing **custom content:** we have dedicated editorial and graphic design teams to meet your advertising needs.
- **Ikonet is evolving:** new multilingual content to better serve our visitors' information needs.
- **Ikonet is growing:** the portal experienced **an increase in Web traffic of 194%** in 2011, as compared to 2010.





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