

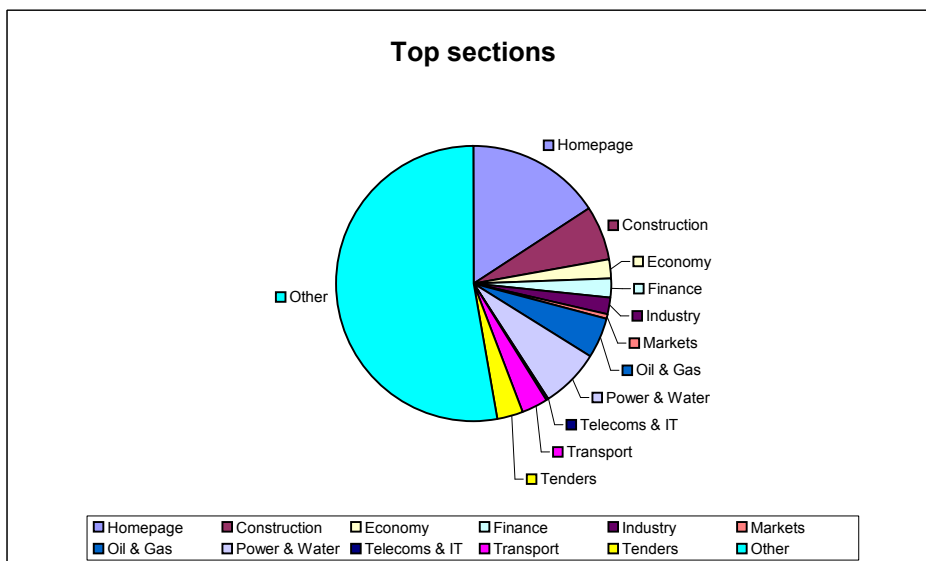
January 2010 website statistics

[Full media pack available at http://www.meed.com/advertising/](http://www.meed.com/advertising/)

General stats	This month
Page impressions	510,921
Visits	140,466
Unique users (visitors)	75,107
Average visit duration (mins)	00:09:42

Quarterly average	Oct - Dec 09
Page impressions	469,885
Unique users (monthly)	66,144

Top sections	Page impressions this month	% site traffic
Homepage	77,298	15.13%
Construction	32,260	6.31%
Economy	10,054	1.97%
Finance	11,208	2.19%
Industry	8,937	1.75%
Markets	2,948	0.58%
Oil & Gas	23,095	4.52%
Power & Water	34,654	6.78%
Telecoms & IT	1,078	0.21%
Transport	14,779	2.89%
Tenders	15,150	2.97%
Other	258,655	54.70%
TOTAL PIs	412,818	



Key

Page impressions: The number of times a web page is accessed. Also known as page views

Visits: A series of page requests from the same unique visitor (with a time of no more than 30 minutes between each page request)

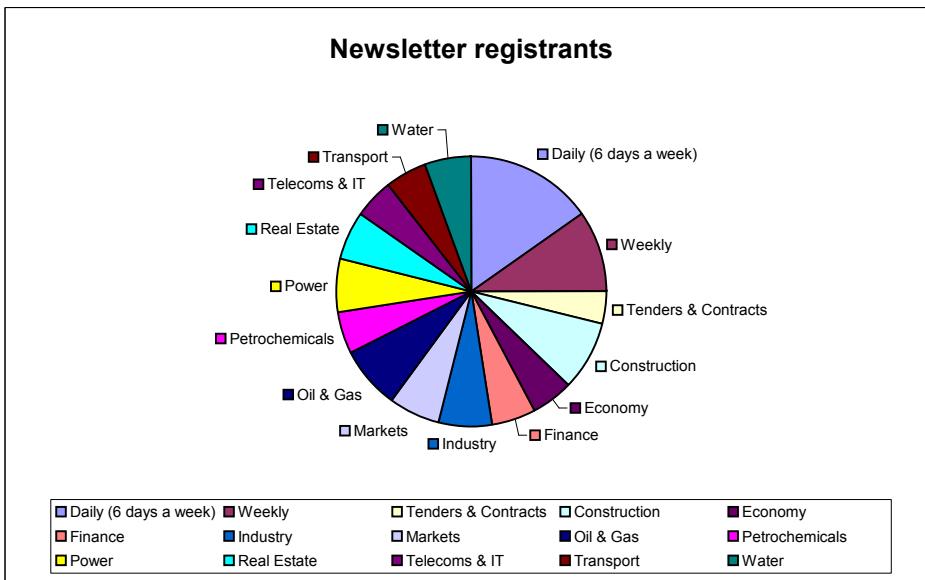
Visitors: A count of each site visitor only once in the time frame (usually monthly)

Hits: A request for a file from the web server - often there are dozens on a single web page. MEED does not count hits

Newsletter statistics (January 2010)

Newsletters	Total no. registrants this month *
Daily (6 days a week)	34,730
Weekly	22,599
Tenders & Contracts	8,345
Construction	19,275
Economy	11,394
Finance	12,324
Industry	14,405
Markets	13,912
Oil & Gas	17,056
Petrochemicals	11,259
Power	14,608
Real Estate	13,168
Telecoms & IT	11,254
Transport	11,254
Water	12,618

* Excludes bounces



User profile statistics (Q4 2009)

NB: Visitor count includes all registrants and subscribers

User profile - top 10 countries	Total visitors	Subscribers as % of total visitors
United Arab Emirates	13,200	10.48%
United Kingdom	6,508	10.57%
United States	4,575	4.87%
Saudi Arabia	4,546	12.49%
India	2,780	2.23%
Qatar	1,980	13.74%
Kuwait	1,643	10.35%
Egypt	1,609	8.08%
Bahrain	1,214	14.25%
Oman	1,141	14.29%

User profile - top 10 industry types	Total visitors	Subscribers as % of total visitors
Construction	12,272	5.99%
Energy	6,836	6.83%
Finance	6,410	8.19%
Manufacturing	3,738	7.73%
Power & water	3,723	9.19%
Consultancy	3,183	5.00%
Real Estate	2,398	6.38%
Transport/Logistics	1,711	8.94%
IT/online	1,704	2.46%
Petrochemicals	1,618	10.51%

User profile - top 10 job levels	Total visitors	Subscribers as % of total visitors
Manager	22,299	6.54%
Director/ senior manager	10,601	15.60%
CEO/ head of organisation	5,084	11.15%
Student	1,665	0.54%
Trainee	1,444	1.80%
Non-management	697	3.30%
Assistant manager	631	6.50%
Junior manager	507	3.55%
Board level/ owner/ partner	319	19.44%
CXO/ managing director	155	25.81%

User profile - top 10 job functions	Total visitors	Subscribers as % of total visitors
Corporate/Senior Management	11,913	12.81%
Sales	7,718	4.96%
Research & Development	6,127	5.52%
Client Management/Customer Services	4,212	10.61%
Administration	4,189	10.65%
Procurement	1,905	6.46%
IT	1,718	2.10%
Facilities	1,677	5.78%
Engineering	1,340	3.96%
Legal	1,071	10.18%