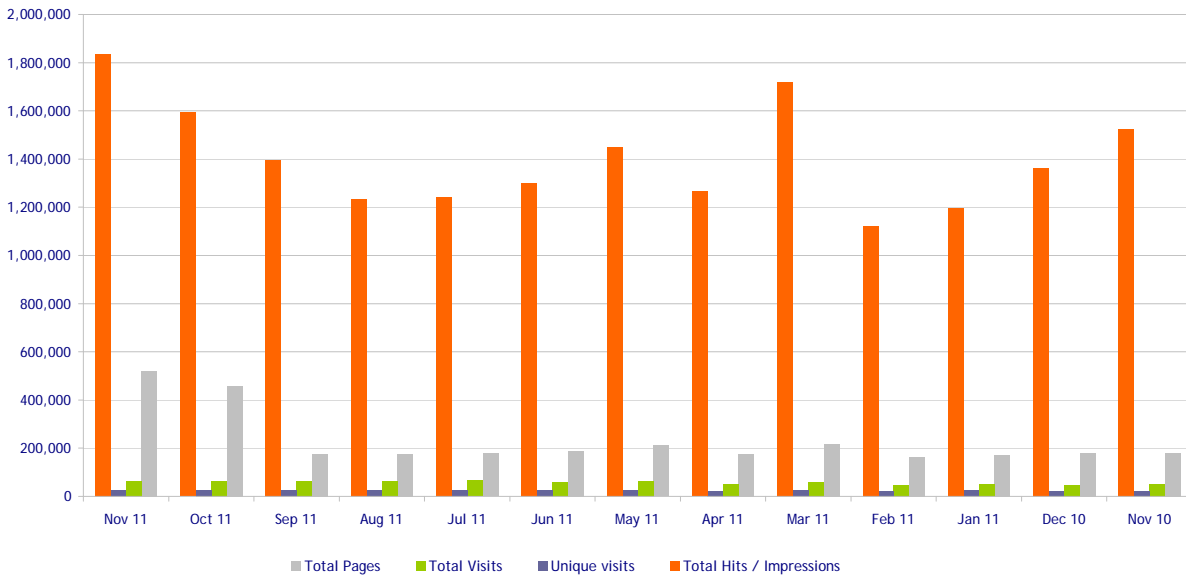


The only suite of websites specialising in the capture of content from New Zealand's growing Maori and Pacific population and the broader Pacific region.

## THE PROOF IS IN THE NUMBERS!

Website statistics report - Nov 2011

### 13 MONTH USAGE STATISTICS



	Nov 11	Oct 11	Sep 11	Aug 11	Jul 11	Jun 11	May 11	Apr 11	Mar 11	Feb 11	Jan 11	Dec 10	Nov 10
Total Pages	518,926	457,116	176,516	176,538	177,600	188,288	211,616	175,033	217,754	162,671	171,411	181,026	179,004
Total Visits	62,151	63,149	64,176	62,383	66,941	60,093	65,475	51,757	58,971	47,635	51,946	48,348	50,343
Unique visits	27,667	26,885	25,951	25,990	27,030	25,035	26,454	22,613	26,869	22,962	26,219	20,666	22,729
Total Hits / Impressions	1,835,316	1,593,157	1,397,071	1,233,264	1,241,946	1,301,343	1,449,187	1,265,605	1,719,291	1,120,975	1,198,155	1,363,482	1,523,702

www.SPASIFIKmag.com

58 MILLION HITS since launch in APRIL 2007  
 Average of 58,648 visitors per month  
 AWARD WINNING WEBSITE - QANTAS Press Awards  
 GLOBAL REACH (NZ, Pacific and rest of the world)

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SPASIFIK uses Webalizer version 2.01 to track website traffic. A hit is defined as any request made to the server that is logged. The number of hits represents the total number of requests that were made to the server during the report period. SPASIFIK uses a 100% accurate CMS system to track all click throughs. A click is defined as any click on an advert that goes through to the linked client site. Data is also available on files, kilobytes, geographic locations and referrals upon request.