

Incredible Charts

Advertising Opportunities

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Site Summary

Incredible Charts was formed in 2001 out of an alliance between Vizhon Corporation and renowned author & trader Colin Twiggs. Having worked for an international investment bank before switching to trading on a full-time basis, Colin set out to provide education, tools and information to traders and investors that are normally only available to industry professionals. The combination has proved a winning formula, with unique monthly users numbering more than 60,000.

Incredible Charts provides free charting software and premium data for these exchanges: Australia, Canada, Singapore, UK, US Consolidated, Forex and Precious Metals. Users chart individual share prices and indicators, find stocks that match their Stock Screen filters and track them with multiple watchlists. The website also offers free trading education including more than 200 pages on technical analysis & trading and a lively trading forum.

Colin Twiggs, a chartered accountant, writes two weekly Trading Diary newsletters covering:

- The Dow and other important stock market indices,
- Gold, crude oil and precious metals, and
- Major currencies and the US Dollar Index

Traffic Summary

| | |
|--------------------------|-----------|
| Monthly Unique Visitors: | 61,000 |
| Monthly Page Views: | 533,000 |
| Monthly Ad Impressions: | 1,106,000 |

| | |
|-------------------------|---------|
| Newsletter Subscribers: | 132,000 |
| Chart Forum Posts: | 163,000 |

as at 31-Dec-13

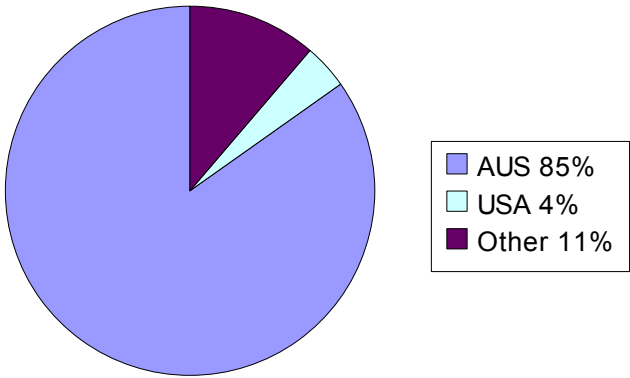
Traffic

| Traffic Statistics | Application | Website | Total |
|----------------------------------|---------------|--------------|---------|
| Monthly Page Views (Impressions) | 225,600 | 307,600 | 533,200 |
| Monthly Unique Visitors | 5,600 | 56,300 | 61,900 |
| Average Visit Length | 15 min 32 sec | 2 min 14 sec | |

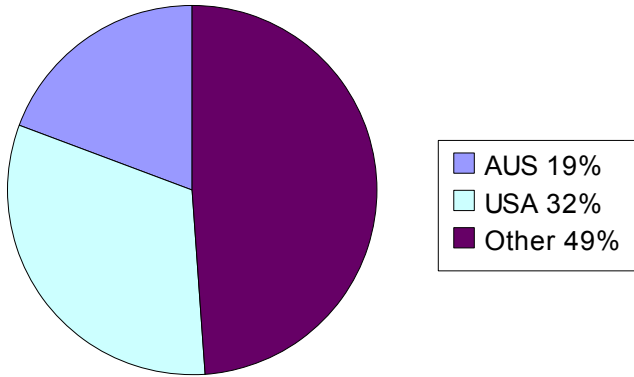
as at 31-Dec-13

Country Profile

Application Impressions - 225,600



Website Impressions - 307,600



as at 31-Dec-13

Monthly Ad Impressions*

| Placement | Type (size) | International Imps | % AU | AU Imps |
|-------------|-----------------------------|--------------------|-----------|----------------|
| Website | Islands (300x250) | 462,000 | 19.3% | 89,000 |
| Website | Mini-tower (160x300) | 34,000 | 66.6% | 22,000 |
| Application | Leaderboards (728x90) | 364,000 | 84.8% | 308,000 |
| Newsletter | Banner (40 words + 200x200) | 297,000 | 36.4% | 108,000 |
| | Total | 1,157,000 | AU | 527,000 |

Average October to December 2013

December 2013 total ad impressions: 1,106,000

as at 31-Dec-13

Newsletter Mailing List

| Newsletter | Frequency | Mailing List | % AU | AU |
|---|-----------|--------------|-------|--------|
| What's New | monthly | 132,900 | 30.7% | 40,800 |
| Trading Diary (Markets) | weekly | 115,500 | 30.4% | 35,000 |
| Trading Diary (Forex) | weekly | 112,400 | 30.1% | 33,800 |
| Open rates of 20% to 50%, depending on country targeting & market conditions. | | | | |

as at 17-Jan-14

* Past results are not a prediction of future performance.

Last Updated: 17-Jan-14

User Demographics

Male to Female: 89% to 11%

Age

Average: 54 years
Median: 55 years
Mode: 64 years

Age Breakdown

| Ages | Count | % |
|----------|-------|-----|
| Under 34 | 377 | 9% |
| 40 – 54 | 1,109 | 28% |
| 55 – 64 | 1,578 | 39% |
| Over 65 | 963 | 24% |
| Total | 4,027 | |

Incredible Charts Website Visitors
Visits in December 2013

Visits: 195,500
Pageviews: 307,600
Average pages per visit: 1.57

Average visit length: 2 min 14 sec

Charting Application Visitors
Visits in December 2013

Visits: 22,500
Pageviews: 225,600
Average pages per visit: 10.25

Average visit length: 15 min 32 sec

as at 31-Dec-13

Email: Newsletter Banner

Newsletter Banner:
200x200 image +
40 words of text

The screenshot shows the Incredible Charts website interface. At the top, there is a navigation bar with links for Home, Site Map, About Us, Privacy Policy, Advertise (pdf), and Contact Us. Below this is a search bar and a row of flags representing different countries. A secondary navigation bar includes links for Free Download, Subscribe, Education, Trading Diary, Forum, and Help. On the left side, there is a vertical menu under the heading 'Education' with sub-links for Technical Analysis, Chart Patterns, Candlestick Charts, Point & Figure Charts, Moving Averages, Indicators A~Z, Trading Strategy, Stock Screener, Economy, and Investing. Below this is another section for 'Incredible Charts' with links for About Us, Incredible Offer, Free Charting, Download Incredible Charts, Quick Tour (pdf), Help Manual (pdf), and Contact Us. The main content area features a newsletter banner for 'Market Outlook 2012' by GFT. The banner includes the GFT logo (a green lion head) and the text: 'Market Outlook 2012', 'Find out what the analysts think with GFT's free 50 page Market Outlook for 2012', and 'Get your copy today – [click here](#)'. To the right of the banner, there are social media sharing icons (Facebook Like, RSS, Email, Print, A+, A-) and a 'Share:' section with icons for various social media platforms. Below the banner, the main article title is 'US public debt growing at unsustainable rate' by Colin Twiggs, dated March 21st, 2012. The article text begins with: 'These extracts from my trading diary are for educational purposes and should not be interpreted as investment or trading advice. Full terms and conditions can be found at [Terms of Use](#). We often blame Fed monetary policy for the GFC, with interest rates at exceptionally low levels leading to "Greenspan's bubble." Treasury was just as culpable, however, with the massive 2004-2005 surge in public debt flooding the market with liquidity. The repeat in 2008-2011 was more justifiable: the spike in public debt was necessary to offset the sharp decline in private (non-financial) debt which would have caused a deflationary spiral. The effect was to smooth out the fall in total domestic debt (public and private) and create a relatively "soft" landing for the economy.' On the right side of the page, there is a 'What's New' section with a list of recent updates, including 'Incredible Charts Pro 6 with Hour/Minute Charts', 'Trading Forex Trend Channels', 'Trading with Candlesticks', 'ADX Average Directional Index', 'Stop Loss Orders - Help or Hindrance?', 'Canada, UK and US data (15Min Delayed)', and 'ASX and Singapore data (20Min Delayed)'. Below this is a 'Free Software' section for 'Incredible Charts Pro 6' with a green 'Download' button and links for 'Quick Tour' and 'Install Help'. At the bottom right, there is a 'Trading Diary' section with an information icon.



GFT

Market Outlook 2012

Find out what the analysts think with GFT's free 50 page Market Outlook for 2012

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US public debt growing at unsustainable rate

By Colin Twiggs

March 21st, 2012 5:00 a.m. ET (8:00 p.m. AET)

These extracts from my trading diary are for educational purposes and should not be interpreted as investment or trading advice. Full terms and conditions can be found at [Terms of Use](#).

We often blame Fed monetary policy for the GFC, with interest rates at exceptionally low levels leading to "Greenspan's bubble." Treasury was just as culpable, however, with the massive 2004-2005 surge in public debt flooding the market with liquidity. The repeat in 2008-2011 was more justifiable: the spike in public debt was necessary to offset the sharp decline in private (non-financial) debt which would have caused a deflationary spiral. The effect was to smooth out the fall in total domestic debt (public and private) and create a relatively "soft" landing for the economy.

Trading Diary

Island:
300x250

Logged in as **andy_ic**.
▶ [Check new messages](#)
▶ [Edit Profile](#)
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Q:
**Why use IG
to trade FX?**

IG MARKETS

Topics

| | Topic | Posts | Pages | Last Post | Last Poster |
|--|--|-------|-------|--------------------|--------------|
| | Forum Announcements Forum rules and updates. | 283 | 20 | 19-Jan-12 06:36 pm | colin_twiggs |
| | Markets Analysis of the Dow, S&P500, Nasdaq, All Ords and other averages. | 8358 | 487 | 04-Apr-12 02:40 am | ehmu |
| | Forex & Bonds Analysis of currencies and fixed income investments | 1018 | 59 | 31-Mar-12 05:16 pm | maxboost |
| | Gold & Precious Metals Analysis of gold, silver and precious metals. | 1920 | 85 | 25-Feb-12 11:45 am | ehmu |
| | Commodities & Futures Analysis of crude oil, metals, and other commodities and futures. | 1130 | 59 | 13-Oct-11 11:51 am | ehmu |

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What's New

- ▶ Incredible Charts Pro 6 with Hour/Minute Charts
- ▶ Trading Forex Trend Channels
- ▶ Trading with Candlesticks
- ▶ ADX Average Directional Index
- ▶ Stop Loss Orders - Help or Hindrance?
- ▶ Canada, UK and US data (15Min Delayed)
- ▶ ASX and Singapore data (20Min Delayed)

Free Software

Incredible Charts Pro 6

[Download](#)

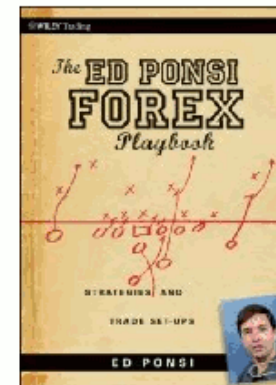
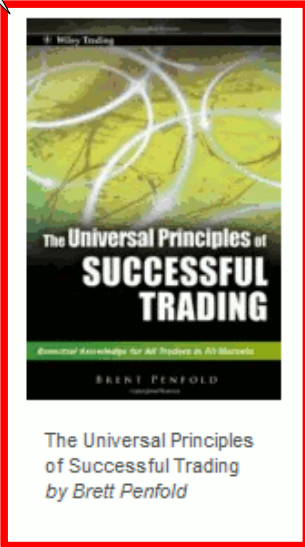
[Quick Tour](#) [Install Help](#)

Trading Diary

Website: Mini-towers

Mini Tower:
160x300

| USA | | | | | | |
|-------------------|---|-------|------|--------------------|--------------|--|
| | Stocks - USA Name US stocks that you feel have potential, giving reasons for your opinion. Create a new conversation for each stock. | 1370 | 272 | 28-Jan-12 03:50 pm | lifes_good | |
| UK | | | | | | |
| | Stocks - UK Name UK stocks that you feel have potential, giving reasons for your opinion. Create a new conversation for each stock. | 100 | 26 | 03-Dec-08 01:10 pm | colin_twiggs | |
| Canada | | | | | | |
| | Stocks - TSX Name Canadian stocks that you feel have potential, giving reasons for your opinion. Create a new conversation for each stock. | 0 | 1 | 29-Aug-11 01:08 pm | | |
| Singapore | | | | | | |
| | Stocks - SGX Name Singapore stocks that you feel have potential, giving reasons for your opinion. Create a new conversation for each stock. | 0 | 1 | 29-Aug-11 01:08 pm | | |
| New Zealand | | | | | | |
| | Stocks - NZX Name New Zealand stocks that you feel have potential, giving reasons for your opinion. Create a new conversation for each stock. | 27 | 7 | 23-Mar-06 09:17 pm | paddy_one | |
| Australia | | | | | | |
| | Stocks - ASX: short term (strictly TA) Name Australian stocks that you feel have short term potential, giving reasons for your opinions. Create a new conversation for each stock. | 52438 | 7010 | 05-Apr-12 06:28 am | mspark | |
| | Stocks - ASX: long term & fundamental Name Australian stocks that you feel have long term potential, giving reasons for your opinions. Create a new conversation for each stock. | 12688 | 1131 | 02-Apr-12 08:26 am | elisabeth | |
| | Options & Derivatives Analysis of exchange-traded options, futures, index futures and other derivatives. | 570 | 71 | 06-Jul-10 09:52 pm | onlyshort | |
| | Sectors & Indices Discuss sector performance. | 805 | 114 | 07-Jan-12 01:37 pm | spdfgh | |
| Incredible Charts | | | | | | |



Charting Application: Leaderboards

Leaderboard 728x90
or Banner 468x60



Ad Specifications

| Ad Type | Image Size (pixels) | Requirements | Maximum File Size | Limitations | | | |
|-----------------------------|-----------------------------------|--|-------------------|-------------------|-----------|--------|------------------|
| | | | | Country Targeting | Redirects | Video* | Animated Image** |
| Website | | | | | | | |
| Island | 300 x 250 | Gif image + URL, OR Iframe/JavaScript tags | 25KB | ✓ | ✓ | ✓ | ✓ |
| Mini Tower | 160x300 | Gif image + URL | 15KB | ✓ | ✗ | ✗ | ✓ |
| Charting Application | | | | | | | |
| Leaderboard | 728 x 90 | Gif image + URL, OR Iframe/JavaScript tags | 25KB | ✓ | ✓ | ✗ | ✓ |
| Newsletter Email | | | | | | | |
| Newsletter Banner*** | 200 x 200 logo + 40 words of text | Gif image + text + URL | 15KB | ✓ | ✗ | ✗ | ✓ |

Advertising Terms & Conditions ([pdf](#)) apply.

- * Video ads may have reader activated sound – but not automatic
- ** Animated or video ads must use no more than 20% on a 1GB CPU
- *** Newsletters:
 - Monday = Trading Diary Stock Markets
 - Thursday = Trading Diary Gold, Oil & Forex
 - Monthly = What's New

Contact

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