

SITE SNAPSHOT

Site Description

HKCarsDB.com is run by Apex Power Development Ltd, a company started in Jul 2000 primarily involved in the second hand car market. Apex Power operates HKCarsDB.com, a leading Hong Kong car website with over 20,000 car enthusiasts members with in the high-income bracket. HKCarsdb.com is one of the oldest and well known car sites in Hong Kong currently under a partnership with ESDlife (ESD Services Limited), SHK Financial Group and Shell HK Limited.

HKCarsDB.com was started in July 2000. In July 2001, HKCarsDB.com broke the 200,000 page views per month record. In September 2002, we passed 250,000 page views per month, and in February 2004 we passed 400,000. Today we serve more than 10,000 page views every day.



UPDATE JUN 2006

Statistic

MAY 2006

Site Stats

Monthly Unique Users: 40,372

Monthly Page Views: 321506

User Session Duration: 8 min. 11 secs

Member Demographics

Number of Member: 26721

Gender

Male	73%
Female	27%

Age Group

18 or under	4%
19 - 24	17%
25 - 29	34%
30 - 40	32%
40 or above	13%

Employment

Students	5%
Employees	74%
Self-employed	18%
Others	3%

Car Owner

Car owner	83%
Non car owner	17%

The screenshot shows the HKCarsDB website interface. At the top, there are navigation links and a search bar. Below the header is a grid of car listings, each with a small image and a price tag. On the left side, there is a vertical menu with options like '搜尋二手車', '搜尋車位', and '搜尋車牌'. On the right side, there are several promotional banners and a '最新車位' (Latest Car Listings) section with a list of vehicles and their prices. The bottom of the page contains a copyright notice and a disclaimer.

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Advertising Rate in HKCarsDB.com

Ad type	How sold?	Dimension / Size	Format	NET	Units
A - Homepage Banner	Fixed	468*60,<50k	Jpg / Gif / Flash	Contact us	6 Months
B - Homepage Large Rectangle	Fixed	300*120, <50k		Contact us	
C - Homepage Small Rectangle	Fixed	120*60, <30k		Contact us	
D - Medium Banner	Random (max 4)	210*60, <50k		Contact us	

- Please allow 14 working days from time of ad delivery to campaign launch.
- All Graphic and contents provided by client

The screenshot shows the HKCarsDB.com website interface. It features a grid of car listings with images, model names, and prices. On the right side, there is a 'New Car Listings' section with a list of models and their prices. The website also includes navigation menus, search bars, and various promotional banners.

OUR CLIENTS



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