

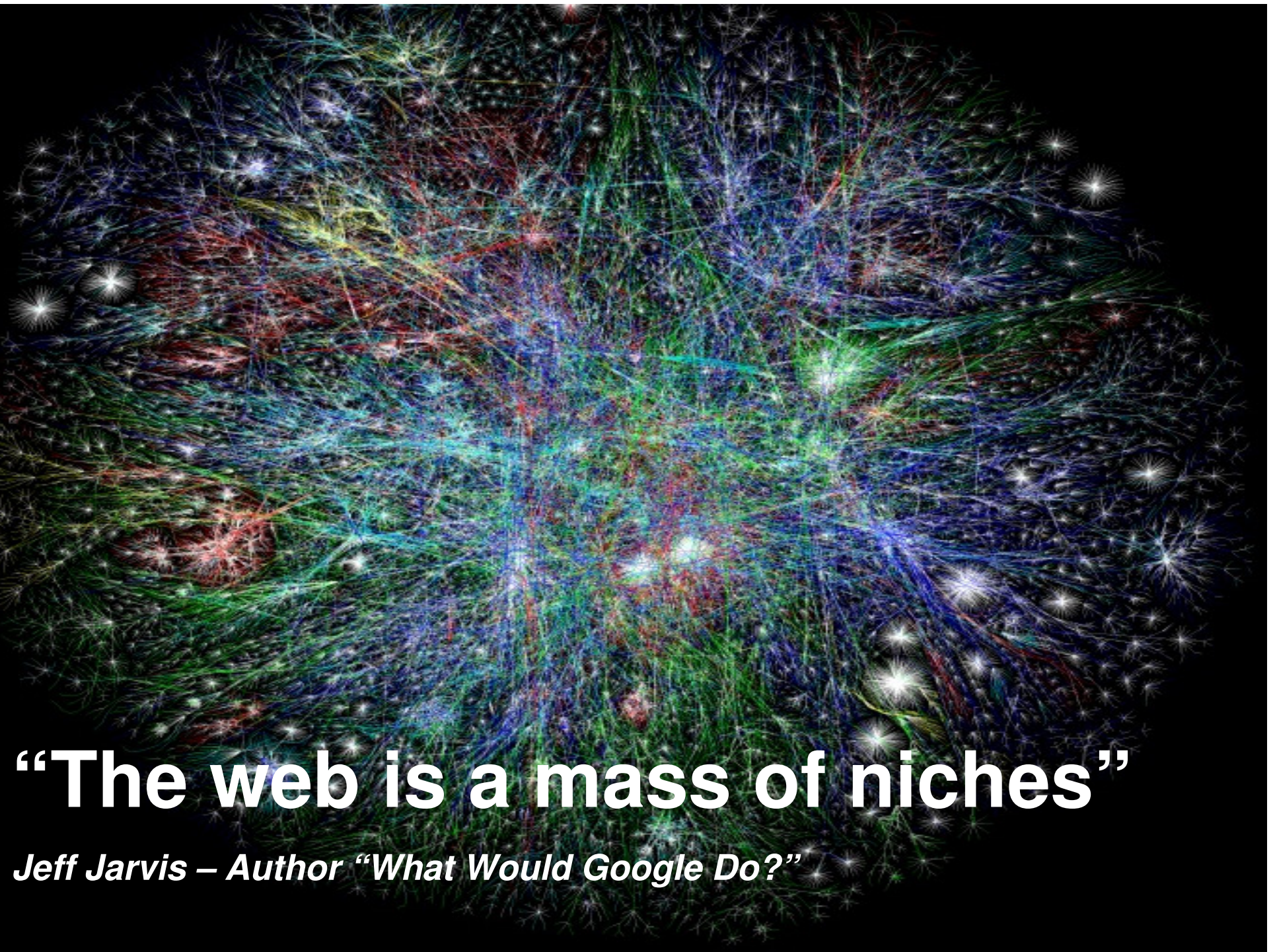


**Niche**  
**versus**  
**General**

# **10 reasons to choose Niche**

**Niche  
matches  
the web**





**“The web is a mass of niches”**

*Jeff Jarvis – Author “What Would Google Do?”*

**Now that a billion  
people are online,  
even sites aimed  
at a narrow slice  
of the Web  
audience can  
attract huge  
crowds.  
Make way for the  
meganiche!**

*Clay Shirky  
Wired 2006*







# gaia ONLINE



Careers | Press Room | Con

## About Us

Founded in 2003, Gaia Online is the leading online hangout on the web. More than seven million visitors come to Gaia every month to make friends, play games, watch movies in Gaia Cinemas, Gaia's virtual theaters, and participate in the world's most active online community. Gaia provides a fun, social environment that inspires individuality and creativity. With everything from art contests to discussion forums on poetry, politics, celebrities and more, to fully customizable profiles, digital characters and cars, Gaia is a place where teens can create their own space and express their individual style. For more information, visit [www.gaiaonline.com](http://www.gaiaonline.com).

### Site Statistics

- 100,000+ transactions in the Gaia economy per day
- More than 7 million unique monthly users
- More than 1 billion total forum posts
- More than 100,000 auctions transactions per day

### Industry Statistics

- eMarketer predicts the number of teen internet users visiting virtual worlds will jump from the reported 8.2 million users in 2007 to 20 million in 2011.
- Gaia Online has the highest average visit time among social media websites, according to an August 2008 report by research group Hitwise.

gaia  
ONLINE

## Is Hiring

Escape your cubicle to come work in our better cubicles! Check the careers section for our latest job openings.

**Niche fits the  
way we live**



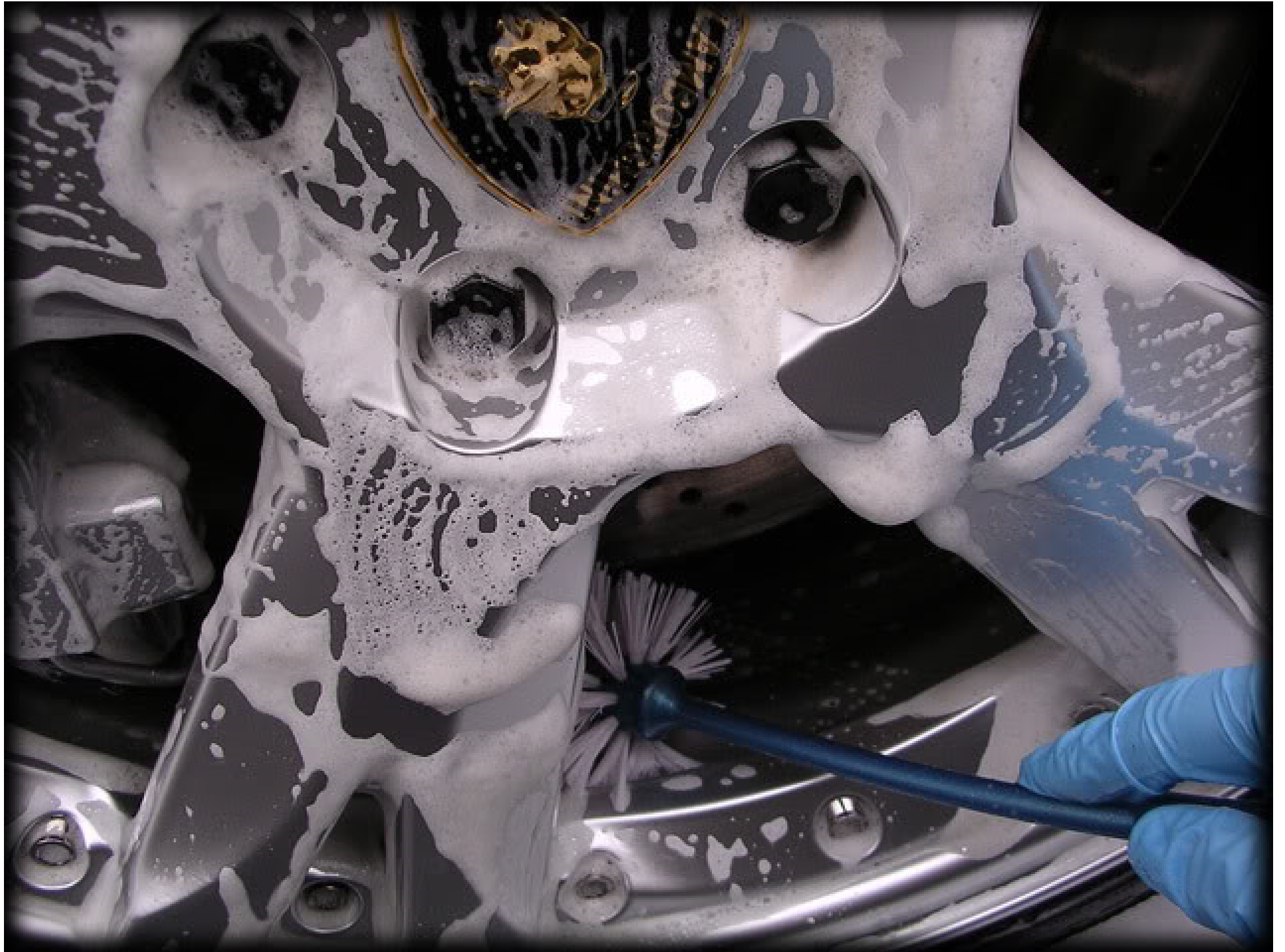
















Welcome to the Detailing World.

If this is your first visit, be sure to check out the [FAQ](#) by clicking the link above. You may have to [register](#) before you can post: click the register link above to proceed. To start select the forum that you want to visit from the selection below.

Forum	Last Post
<b>Newbies, Rules &amp; Announcements</b>	
 <b><a href="#">THE RULES</a></b> Please read and understand these rules before you post. Note: This is a moderated section.	<b><a href="#">The Rules</a></b> by <a href="#">Brazo</a> 18-07-2008 08:4
 <b><a href="#">Newbies &amp; Introductions.....</a></b> Tell us something about you.	 <b><a href="#">Hi I'm new :x</a></b> by <a href="#">WHIZZER</a> 09-11-2009 08:1
 <b><a href="#">Forum Announcements</a></b> Posts relating to the forum. <b>Sub-Forums:</b> <a href="#">DW Stats</a>	<b><a href="#">DW Folding@Home Team - O</a></b> by <a href="#">Igloo</a> 08-11-2009 07:3
<b>General</b>	
 <b><a href="#">Detailing Chat</a></b> Got something General that doesnt fit a specific section of Detailing World - Post it in here	<b><a href="#">removing paintdust</a></b> by <a href="#">tossi</a> 09-11-2009 08:2
<b>Detailing Products</b> So what do you think of the products you use? You must be logged in to view this section.	
 <b><a href="#">Eco Friendly Detailing</a></b>	 <b><a href="#">ONR - initial thoughts</a></b> by <a href="#">Russ and his BM</a> 08-11-2009 03:4
 <b><a href="#">Wash &amp; Clays</a></b> Sponsored by Ultimate Finish. Suppliers of high quality detailing products including Dodo Juice, R222, Bilt-Hamber, Meguiars, Autoglym, Sonus, Poorboys, Rain-X, Aqua Gleam, RaggTopp, Muc-Off and more. <a href="http://www.TheUltimateFinish.co.uk">www.TheUltimateFinish.co.uk</a>	 <b><a href="#">Is the Gilmour Foamaster...</a></b> by <a href="#">bobbyw55</a> 09-11-2009 02:5
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**ease of use**

[post to classifieds](#)[my account](#)[help, faq, abuse, legal](#)[search craigslist](#)for sale **event calendar**

S	M	T	W	T	F	S
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

[avoid scams & fraud](#)[personal safety tips](#)[craigslist blog](#)[craigslist factsheet](#)[best-of-craigslist](#)[job boards compared](#)[craigslist movie & dvd](#)[craigslist foundation](#)[system status](#)[terms of use](#) [privacy](#)**community**

activities	lost+found
artists	musicians
childcare	local news
general	politics
groups	rideshare
pets	volunteers
events	classes

**personals**

[strictly platonic](#)  
[women seek women](#)  
[women seeking men](#)  
[men seeking women](#)  
[men seeking men](#)  
[misc romance](#)  
[casual encounters](#)  
[missed connections](#)  
[rants and raves](#)

**discussion forums**

1099	gifts	pets
apple	haiku	philos
arts	health	politic
atheist	help	psych
autos	history	queer
beauty	housing	recover
bikes	jobs	religion
celebs	jokes	rofo
comp	kink	science
crafts	l.t.r.	shop
diet	legal	spirit
divorce	linux	sports
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eco	m4m	tax
educ	money	testing

**housing**

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**for sale**

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**gigs****other cities**

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[east idaho](#)  
[great falls](#)  
[helena](#)  
[kalispell](#)  
[lethbridge](#)  
[logan](#)  
[medicine hat](#)  
[missoula](#)  
[montana](#)  
[ogden](#)  
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[regina](#)  
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[scottsbuff](#)  
[twin falls](#)  
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[dc](#)  
[delaware](#)  
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[georgia](#)  
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[n carolina](#)  
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[nebraska](#)  
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[oklahoma](#)  
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**countries**

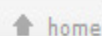
[argentina](#)  
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"I guarantee you, once you have worn one of the Point Two air jackets you won't want to wear a body protector on its own again, because you feel very vulnerable."

John Francome M.B.E. (Former National Hunt Champion Jockey)



search horsemart or enter ad ref



[Horses](#)

[Horseboxes & Trailers](#)

[Equipment](#)

[Services](#)

[Pets & Livestock](#)

Summary:

place your ad →

### Horses for sale (2127)

type	breed top 10
• <b>Performance Horses</b> (80)	• Connemara(62)
• All Rounder(1176)	• Irish Draught X(62)
• Cobs(167)	• Irish Sport Horse(163)
• Family(111)	• Irish X(99)
• Hunters(104)	• TB X(91)
• Mountain & Moorland(114)	• Thoroughbred(173)
• P.C. Ponies(208)	• Warmblood(202)
• Riding Club Horses/Ponies(121)	• Welsh Sec A(79)
• Show Jumpers(180)	• Welsh Sec B(71)
• Young Stock(205)	• Welsh Sec D(112)

### Horseboxes and trailers (449)

- Horseboxes for sale(414)
- Trailers for sale(35)

### Performance horses for sale

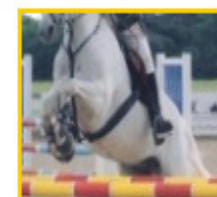
[more →](#)



11 yrs 14.2 hh Bay TB X - Lancashire  
£ 14000



13 yrs 14.2 hh Grey Connemara - Lancashire  
£ 17000



12 yrs 16.2 hh Grey - Hertfordshire  
£ 7500

### Latest for sale:

[more →](#)



8 yrs 15.2 hh Bay Irish Sport Horse - Dorset  
£ 3800

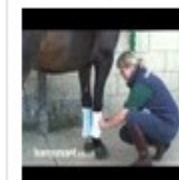


5 yrs 15.3 hh Dark Bay Irish Sport Horse - Cheshire  
£ 4950



8 yrs 14.2 hh Skewbald - West Midlands  
£ 3995

**Great Riding tips on Horsemart Videos!**



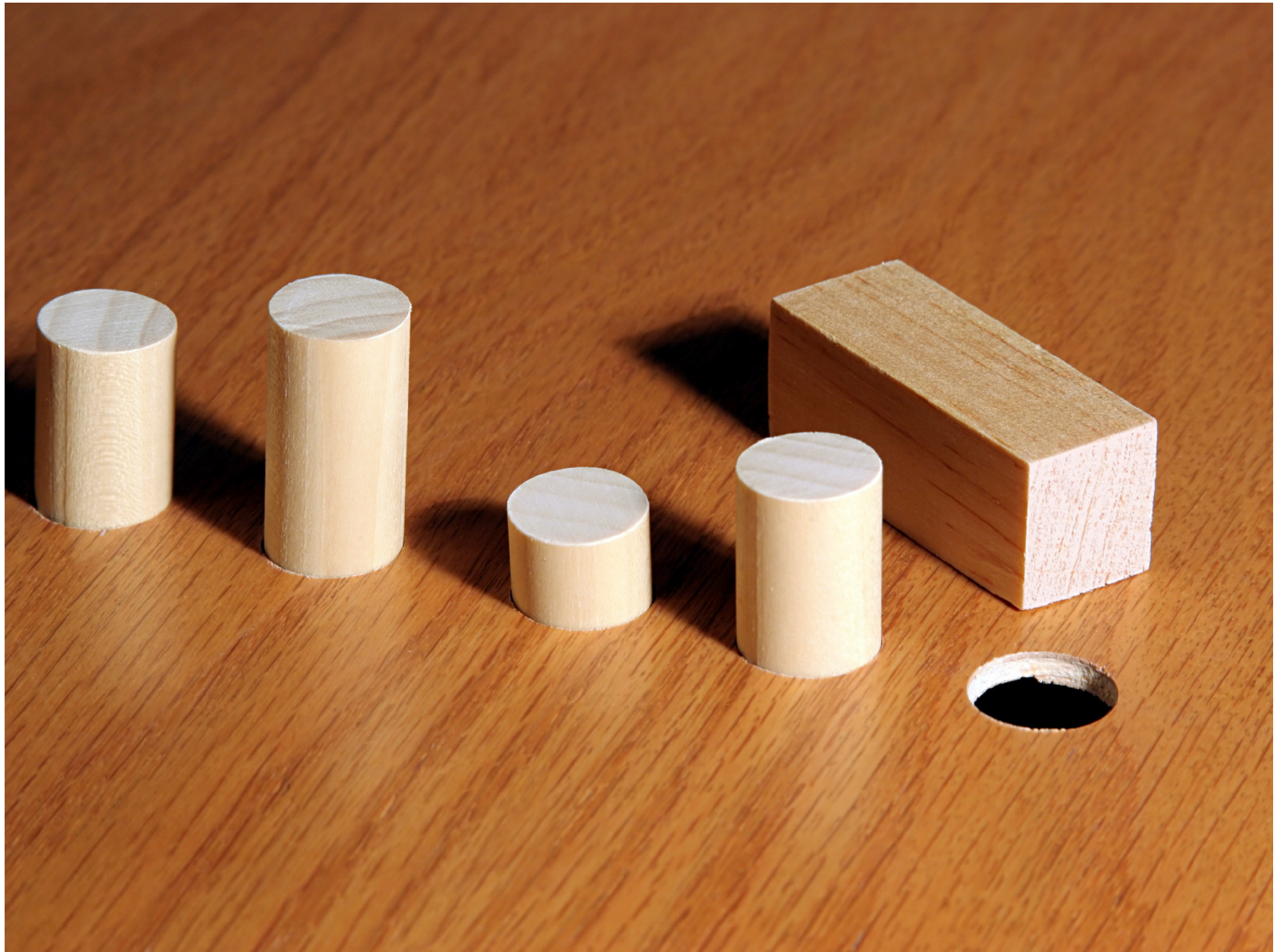
Visit our How to video guides. Learn great riding tips from the experts from how to tack up your horse to tips on riding show courses!

[visit now >](#)



**one size does  
not fit all**





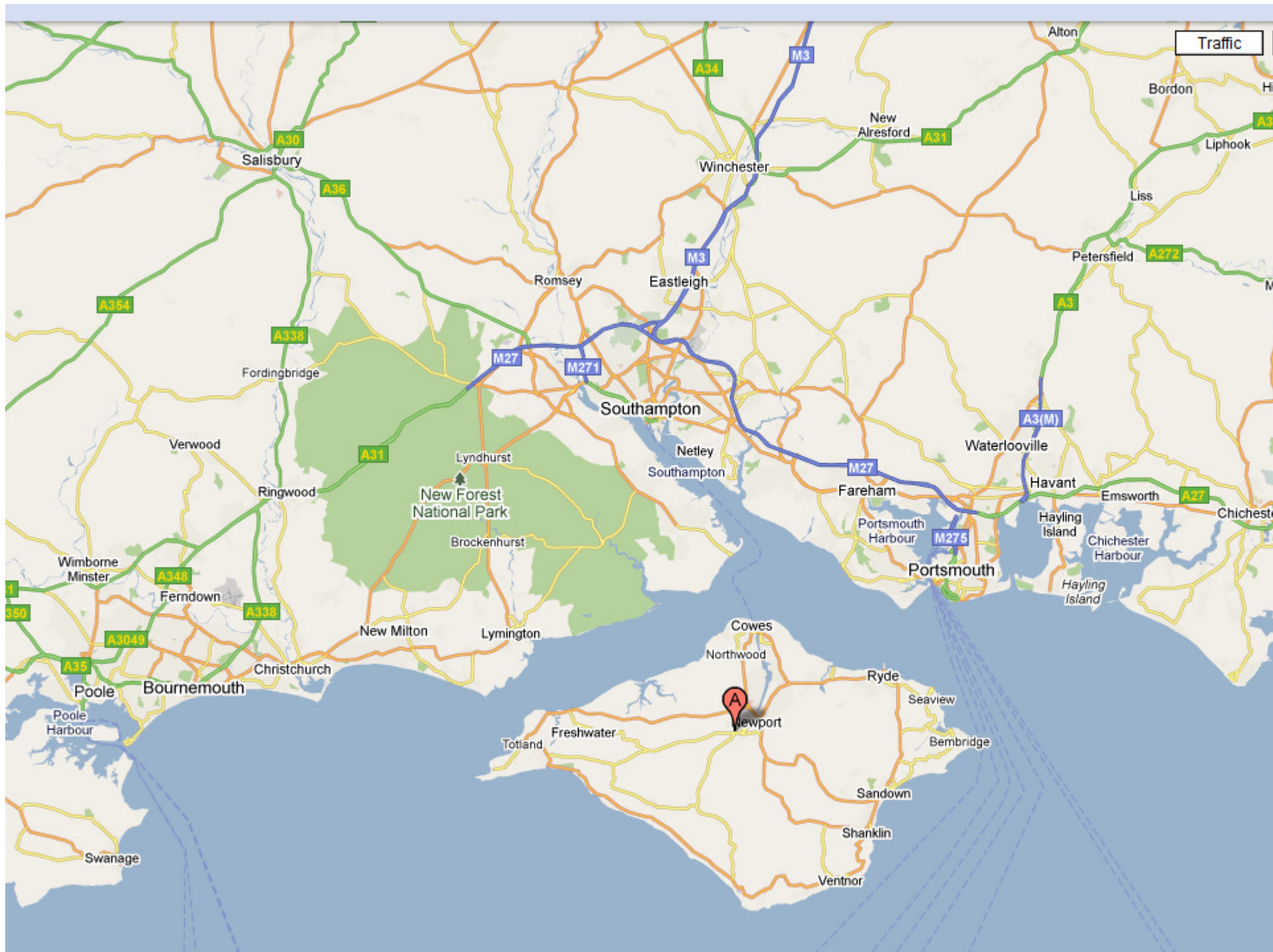


**niche isn't  
new**



**Local is niche**





Place An Ad

You are not logged in

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Forums

GO

### Latest Photo Ads



[37" tall metal/glass gum ball machine](#)



[brand new stettman watch reduced  
£5 if none today](#)

Number of ads 787285  
Number of users 41196

Search All Words

GO

Search Titles AND Description



Help keep Wightbay clean  
**Report** any unusual activity

### Classified Ad Categories

#### Animals, Pets & Livestock (611)

Birds for sale ...

#### Antiques and Art (164)

Antique Furniture ...

#### Army Surplus (17)

#### Automotive - All Cars for Sale (709)

AC Cobra ...

#### Automotive - Other (1336)

Accessories & Tuning ...

#### Baby Items (717)

Baby Car Seats ...

#### Bicycles, Scooters, Trikes (230)

Accessories ...

#### Boats & Watercraft (216)

Clothing ...

#### Books, Comics etc (240)

Annuals ...

#### Business/Office Related (1683)

Agriculture ...

#### CD's, DVD & Videos (255)

DVD Films/Docs etc ...

#### Clothing & Accessories (1156)

Boys' Clothing ...

#### Collectables (241)

Fossils ...

Computing (300)

#### DIY (299)

Home ...

#### Dolls, Doll Houses (31)

Dolls ...

#### Educational (24)

#### Equestrian (77)

Jumps ...

#### Local Tradesmen (394)

Aerials ...

#### Food & Drink (64)

Drink ...

#### FREECYCLE (Free Unwanted Items) (101)

Animals, Pets & Livestock ...

#### Furniture (1072)

Bathroom ...

#### Garden Items (239)

Supplies/Services

#### Health & Beauty (294)

#### Household Appliances (575)

Bathroom ...

#### Industrial, Office (23)

Tools: Industrial

#### Jewellery & Watches (227)

Antique ...

Tools (40)

#### Music (315)

Amplifiers/Electrical ...

#### Swaps (18)

#### NOTICES & PUBLIC

EVENTS (102)

Announcements ...

#### PC & Video Games (537)

Gameboy ...

#### Photography (100)

Batteries ...

#### Pottery/Glass/China (48)

#### PROPERTY (Houses/Flats /Rooms) (285)

Island Holiday Homes ...

#### Security (13)

#### Sports (603)

Other ...

#### Stamps (8)

#### Tickets (34)

#### Toys & Games (926)

Adult ...

#### Travel (23)

05/05  
**Renault Megane  
Tourer £5,295**



**Bedroom &  
Lounge  
Furniture**



For competitive  
Motor & Home  
**Insurance**  
Call  
**01983 550150**

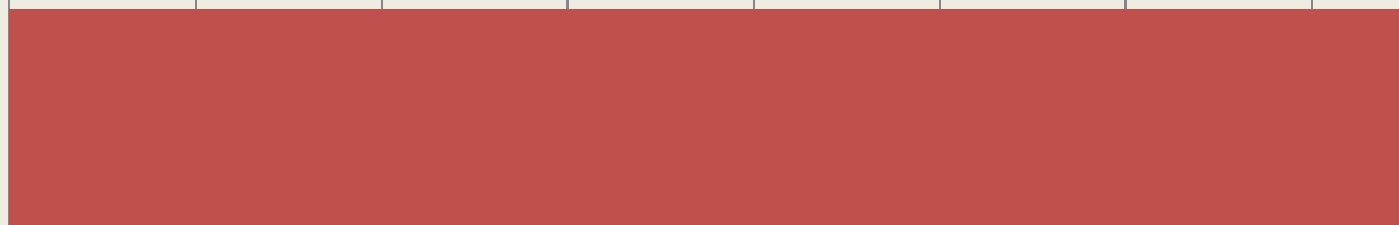
05/05  
**Renault Megane  
Tourer £5,295**

**frequency**

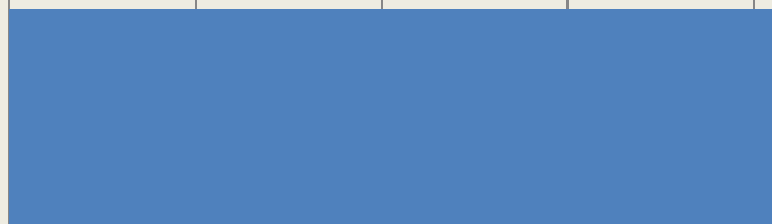


## Repeat Visitors

**Birdtrader**



**Friday-Ad**



0%

10%

20%

30%

40%

50%

60%

70%

80%

**No adult  
content issues**

# PLAYDOG

ENTERTAINMENT FOR DOGS

MARCH 2006 • \$4.95

## RUDI

He's the millions choice.

## EXCLUSIVE

OLDIES but GOLDIES

# LESSIE

INTERVIEW  
with the  
empire :



# PLAYMATE OF THE YEAR

## DOBERMAN

welcome  
to the  
bark side

College

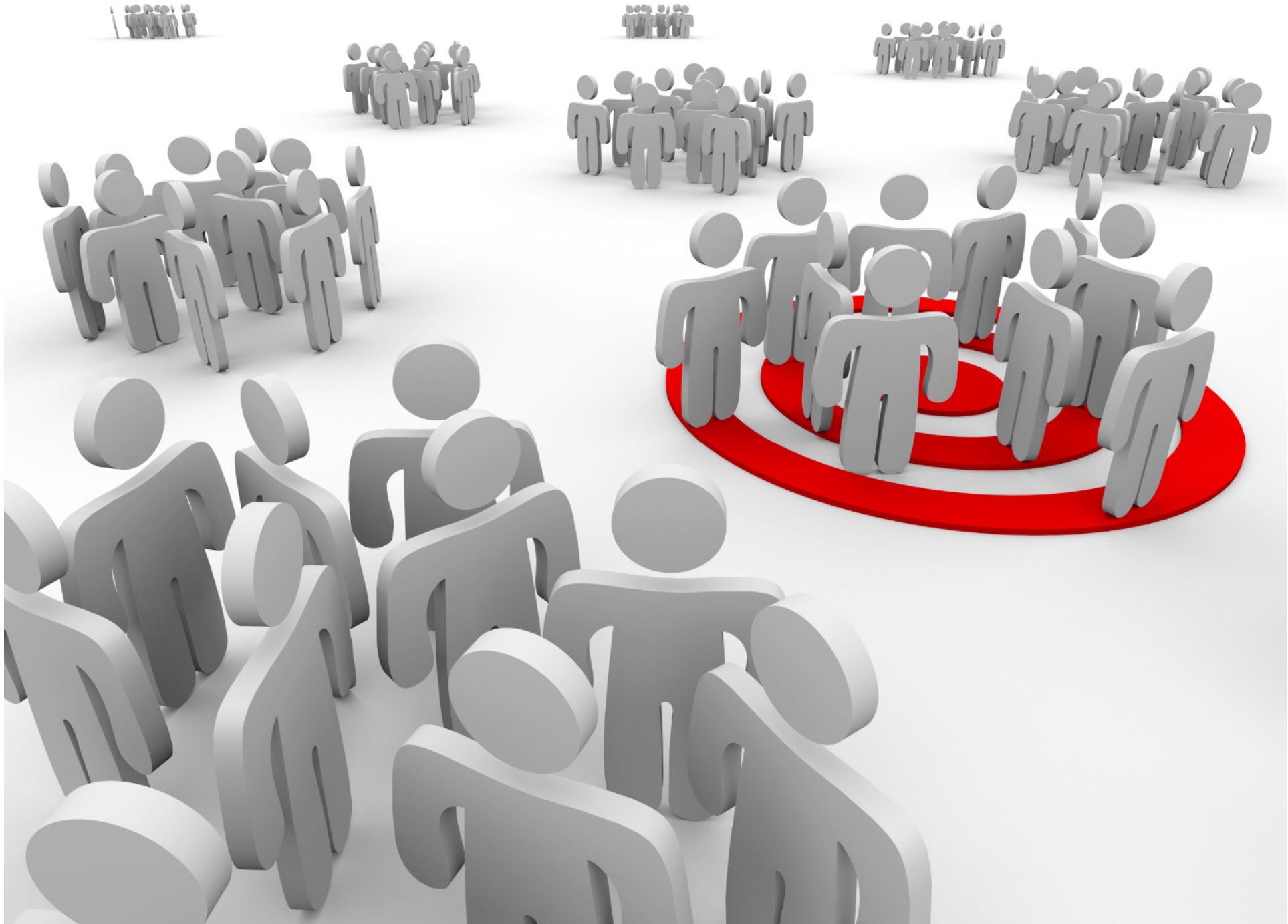
# FINO's

Naked





**relevancy**



# From Head to Tail the Entire Web is Going Social



Credit:



**“We’re not in the business of keeping the media companies alive. We’re in the business of **connecting** with consumers.”**

Trevor Edwards

Vice President, Global Brand & Category Management

Nike

October 2007

**google**



birds for sale

Search

[Advanced Search](#)

Search: ☒ the web ☐ pages from the UK

Web [+ Show options...](#)

Results 1 - 10 of about 19,200,000 for **birds for sale**. (0.14 sec)

### [Birds For Sale & Free Bird Classifieds | Bird Trader](#)

Find all types of **birds for sale** here or place free **bird** classifieds to sell **birds** today on BirdTrader.

[Birds of Prey For Sale](#) - [Pigeons For Sale](#) - [Canaries For Sale](#)

[www.birdtrader.co.uk/](http://www.birdtrader.co.uk/) - [Cached](#) - [Similar](#)

### [Birds For Sale - Sun Local](#)

Browse hundreds of **Birds For Sale** with photos from private sellers, breeders of **Birds**, adoption groups, and **Birds** classifieds.

[www.local.thesun.co.uk/sale/pet/bird/](http://www.local.thesun.co.uk/sale/pet/bird/) - [Cached](#) - [Similar](#)

### [Birds for sale ,Parrots and Cockatiels for sale | Friday-Ad](#)

Friday-Ad Classifieds has a wide selection of Parrots for **sale** , budgies, cockatiels, lovebirds and other **birds for sale**. Sell your **bird** online.

[www.friday-ad.co.uk/Class/207/Web/SearchResults.asp](http://www.friday-ad.co.uk/Class/207/Web/SearchResults.asp) - [Cached](#) - [Similar](#)

### [birds for sale . Buy birds . Sell birds](#)

**birds for sale** . Buy with Vivastreet - 5000+ **birds** CLASSIFIEDS IN UK. Sell **birds** for FREE.

[pets-sale.vivastreet.co.uk/sale-pets/q/birds](http://pets-sale.vivastreet.co.uk/sale-pets/q/birds) - [Cached](#) - [Similar](#)

### [Preloved | birds for sale UK and Ireland](#)

Two grey cock **birds** 2007 bred split whiteface, lutino, pearl, and pied £15.00 each and one ... Recently Updated. Click here to view full advert. FOR **SALE** ...

[www.preloved.co.uk/...adverts...Birds/5f22c108.html](http://www.preloved.co.uk/...adverts...Birds/5f22c108.html) - [Cached](#) - [Similar](#)

**Birds** Pets for **sale** in the UK - Find **birds for sale** at Freeads.co.uk

### Sponsored Links

#### [Pet Birds For Sale](#)

Find Pet **Birds For Sale**, compare prices & save money now!  
[uk.Best-Price.com/Pets](http://uk.Best-Price.com/Pets)

#### [Hand Reared Baby Parrots](#)

Parrot SuperStore  
UK Largest Selection Est 1990  
[www.Parrotcagesonline.co.uk](http://www.Parrotcagesonline.co.uk)

#### [Birds For Sale](#)

Buy or Sell Your Pets on Gumtree.  
Daily Updated Listings. Free!  
[www.Gumtree.com](http://www.Gumtree.com)  
London

#### [Birds For Sale](#)

100s of **Birds** Ads To Search  
Fast, Easy and 100% Free At  
[Vivastreet.co.uk/birds](http://Vivastreet.co.uk/birds)

#### [Quail for Sale in Sussex](#)

Breeder of Japanese, CPQ &  
Texas A & M Quail plus Parakeets



