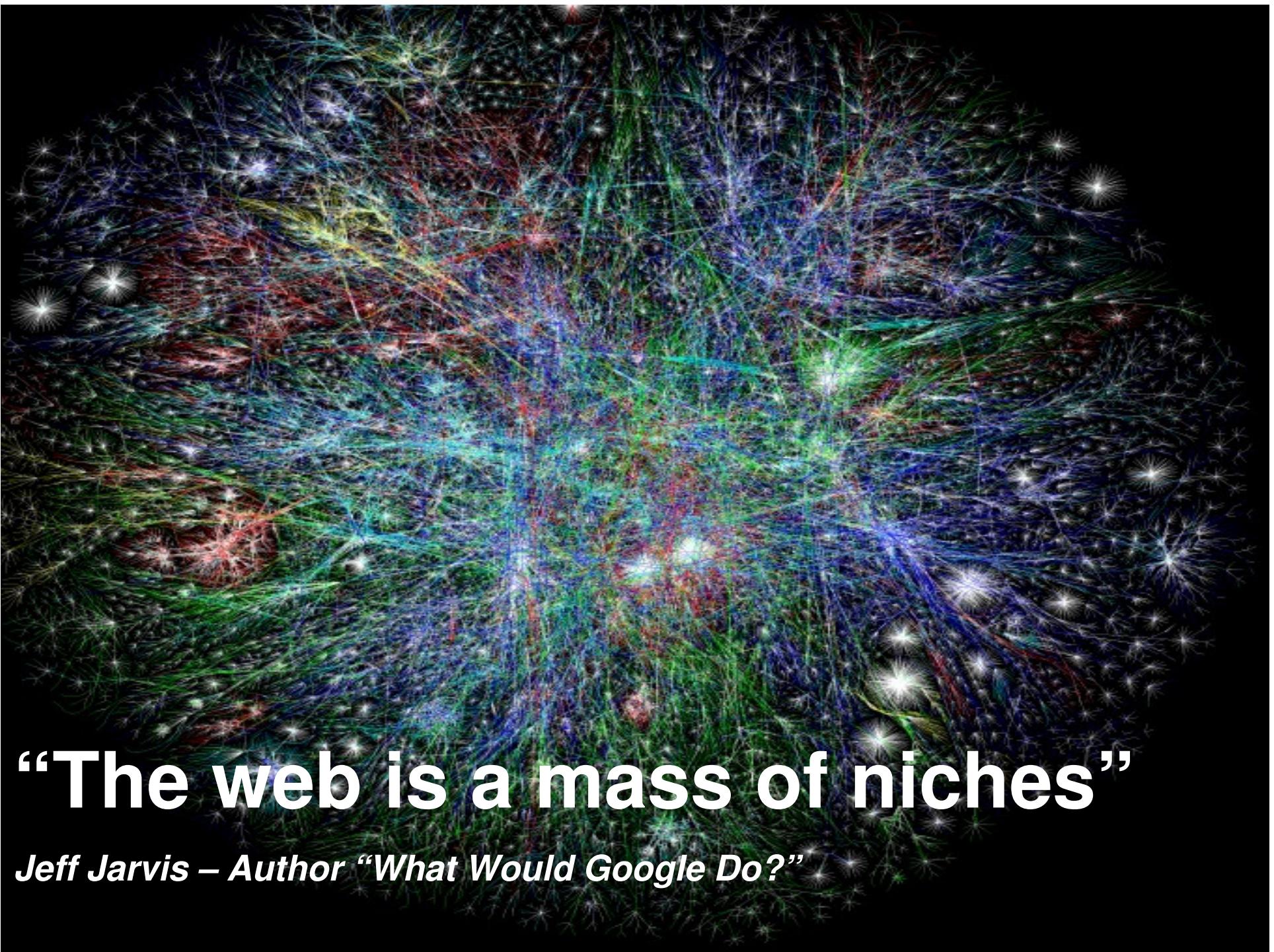




Niche versus General

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



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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.

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

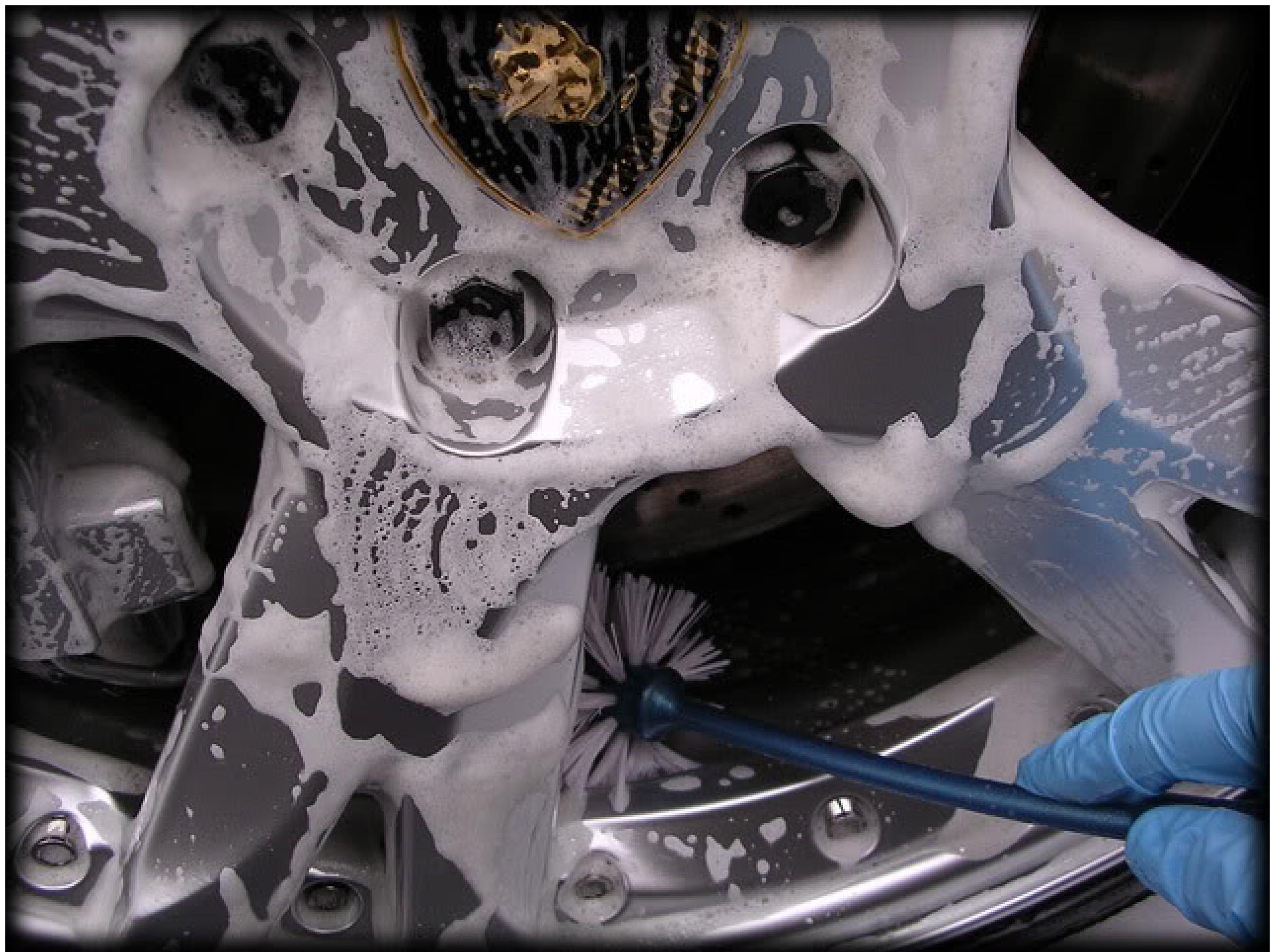
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**Niche fits the
way we live**











Detailing World

User Name User Name
Password

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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
Newbies, Rules & Announcements		
THE RULES Please read and understand these rules before you post. Note: This is a moderated section.	The Rules by Brazo	18-07-2008 08:44
Newbies & Introductions..... Tell us something about you.	Hi I'm new :x by WHIZZER	09-11-2009 08:17
Forum Announcements Posts relating to the forum. Sub-Forums: DW Stats	DW Folding@Home Team - O by Igloo	08-11-2009 07:30
General		
Detailing Chat Got something General that doesn't fit a specific section of Detailing World - Post it in here	removing paintdust by tossi	09-11-2009 08:23
Detailing Products So what do you think of the products you use? You must be logged in to view this section.		
Eco Friendly Detailing	ONR - initial thoughts by Russ and his BM	08-11-2009 03:44
Wash & Clays 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. www.TheUltimateFinish.co.uk	Is the Gilmour Foamaster... by bobbyw55	09-11-2009 02:50
Tyres and Wheels Sponsored by Valet PRO - High quality trade car valeting and detailing supplies. Pressure washers Nilfisk Alto, Collinite, Gliptone and Valet PRO's Bilberry Safe wheel cleaner. www.valetpro.co.uk	Wheelwax - Extreme Black by lord melch	09-11-2009 08:29

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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

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billings

other cities	us states	countries
billings	alabama	argentina
bismarck	alaska	australia
bozeman	arizona	austria
butte	arkansas	bangladesh
east idaho	california	belgium
great falls	colorado	brazil
helena	connecticut	canada
kalispell	dc	caribbean
lethbridge	delaware	chile
logan	florida	china
medicine hat	georgia	colombia
missoula	guam	costa rica
montana	hawaii	croatia
ogden	idaho	czech repub
rapid city	illinois	denmark
regina	indiana	ecuador
salt lake	iowa	egypt
scottsbluff	kansas	finland
twin falls	kentucky	france
wyoming	louisiana	germany
us cities	great britain	great britain
maine	maryland	greece
maryland	mass	hong kong
mass	michigan	hungary
atlanta	minnesota	india
austin	mississippi	indonesia
boston	missouri	ireland
chicago	montana	israel
dallas	n carolina	italy
denver	n hampshire	japan
detroit	nebraska	korea
houston	las vegas	lebanon
chicago	los angeles	luxembourg
dallas	miami	malaysia
denver	minneapolis	mexico
detroit	new jersey	micronesia
houston	new mexico	netherlands
las vegas	new york	new zealand
los angeles	north dakota	norway
miami	ohio	pakistan
minneapolis	oklahoma	panama
new jersey	oregon	peru
new mexico	pennsylvania	
new york	p puerto rico	
north dakota	rhode island	

community

activities	lost+found	apts / housing
artists	musicians	rooms / shared
childcare	local news	sublets / temporary
general	politics	housing wanted
groups	rideshare	housing swap
pets	volunteers	vacation rentals
events	classes	parking / storage

housing

office / commercial
real estate for sale
strictly platonic
women seek women
women seeking men

jobs

accounting+finance
admin / office
arch / engineering
art / media / design
biotech / science

personals

strictly platonic
women seek women
women seeking men
men seeking women
men seeking men

for sale

appliances	arts+crafts
antiques	auto parts
barter	baby+kids
bikes	beauty+hlth
boats	cars+trucks

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
dying	loc pol	t.v.
eco	m4m	tax
educ	money	testing

services

beauty	automotive
computer	farm+garden
creative	household
...	...
[ETC]	[part time]

gigs


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Summary:

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Horses for sale (2127)

type	breed top 10
• Performance Horses (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

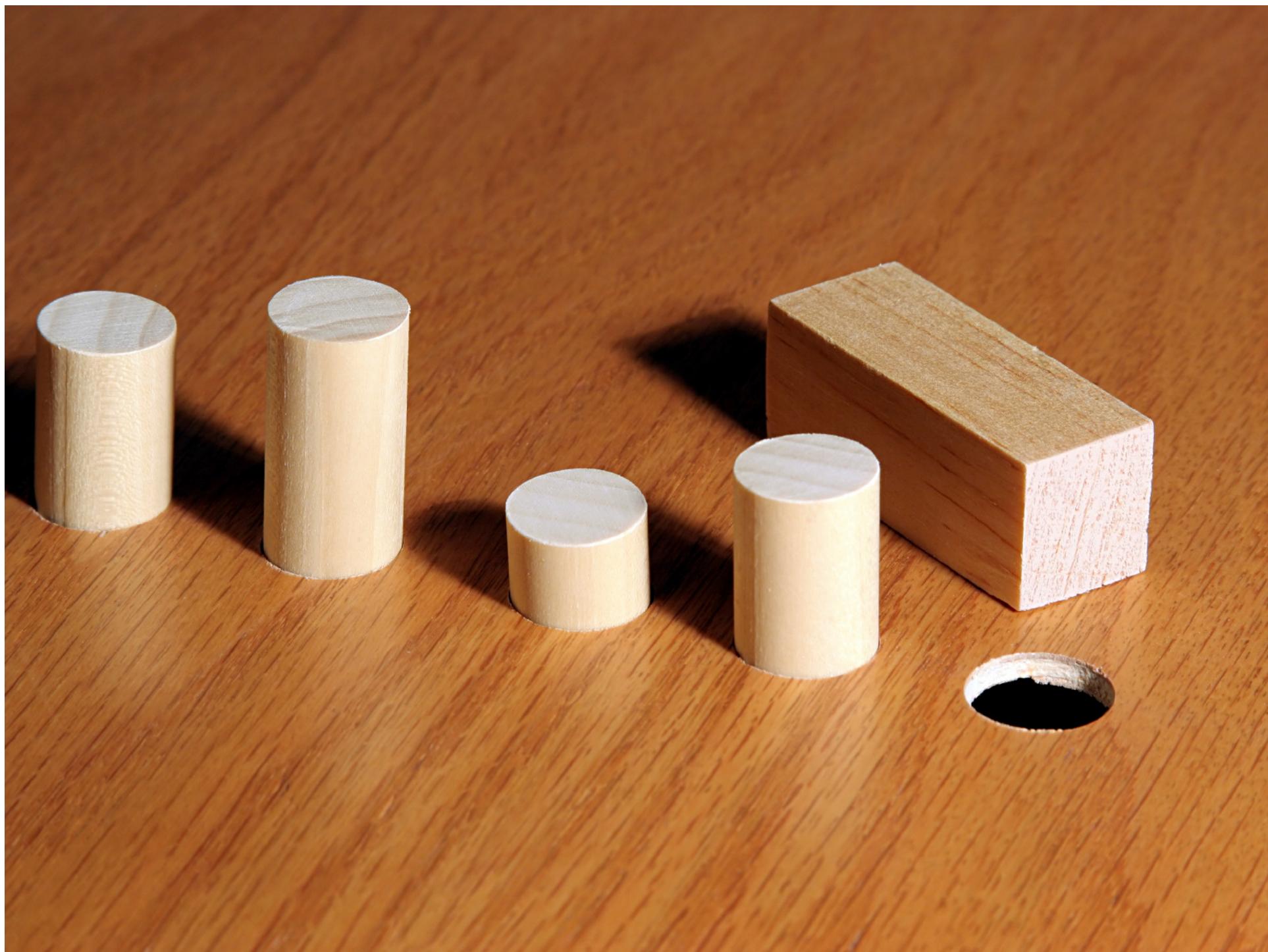
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**one size does
not fit all**

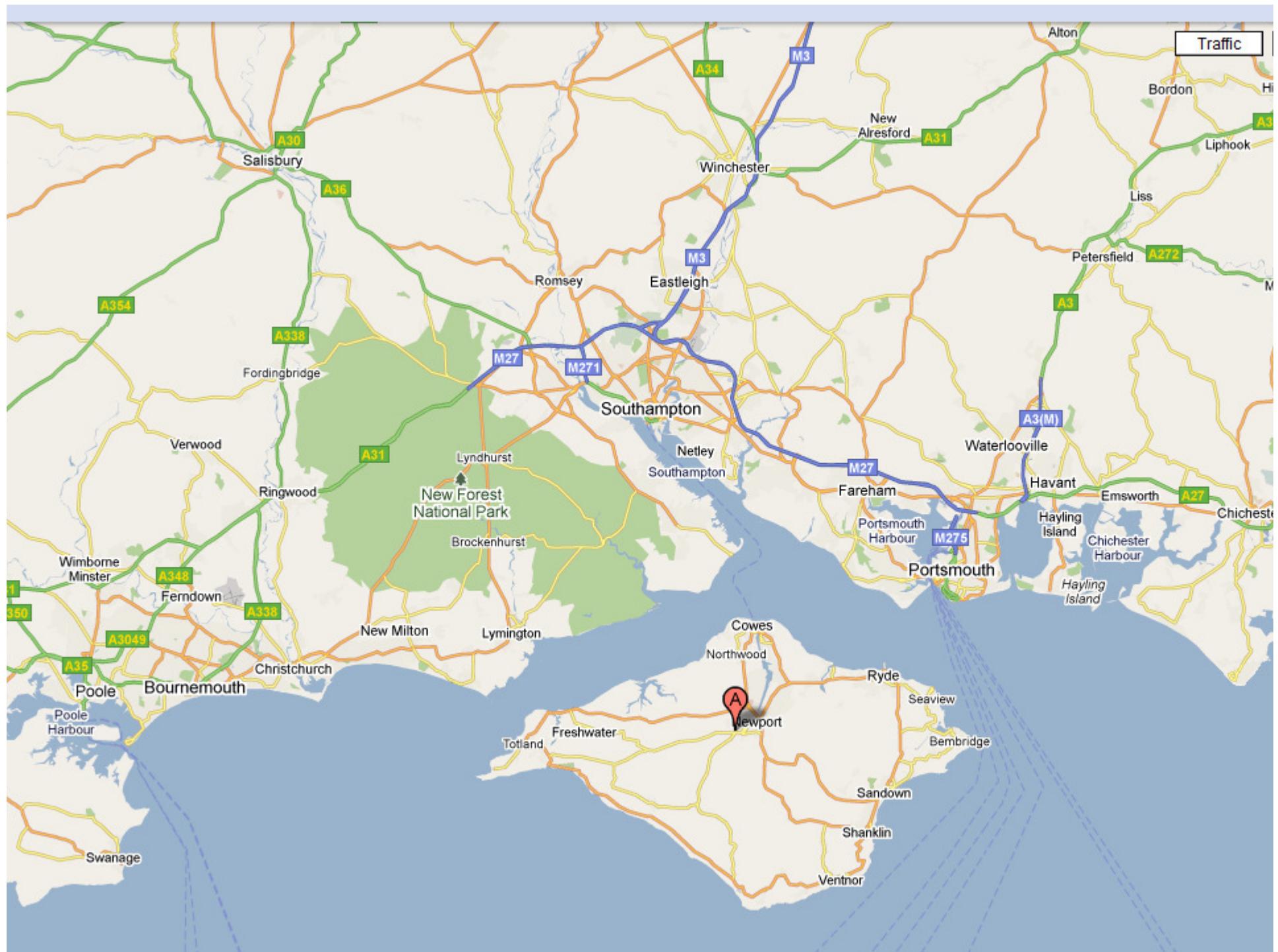


**niche isn't
new**



Established 1902

Local is niche



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CLICK HERE FOR LIVE MUSIC TONIGHT

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Number of users 41196

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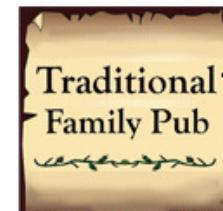
Classified Ad Categories

Animals, Pets & Livestock (611)	DIY (299)	Music (315)
Birds for sale ...	Home ...	Amplifiers/Electrical ...
Antiques and Art (164)	Dolls, Doll Houses (31)	Swaps (18)
Antique Furniture ...	Dolls ...	
Army Surplus (17)	Educational (24)	NOTICES & PUBLIC EVENTS (102)
		Announcements ...
Automotive - All Cars for Sale (709)	Equestrian (77)	PC & Video Games (537)
AC Cobra ...	Jumps ...	Gameboy ...
Automotive - Other (1336)	Local Tradesmen (394)	Photography (100)
Accessories & Tuning ...	Aerials ...	Batteries ...
Baby Items (717)	Food & Drink (64)	Pottery/Glass/China (48)
Baby Car Seats ...	Drink ...	
Bicycles, Scooters, Trikes (230)	FREECYCLE (Free Unwanted Items) (101)	PROPERTY (Houses/Flats /Rooms) (285)
Accessories ...	Animals, Pets & Livestock ...	Island Holiday Homes ...
Boats & Watercraft (216)	Furniture (1072)	Security (13)
Clothing ...	Bathroom ...	
Books, Comics etc (240)	Garden Items (239)	Sports (603)
Annuals ...	Supplies/Services	Other ...
Business/Office Related (1683)	Health & Beauty (294)	Stamps (8)
Agriculture ...		
CD's, DVD & Videos (255)	Household Appliances (575)	Tickets (34)
DVD Films/Docs etc ...	Bathroom ...	
Clothing & Accessories (1156)	Industrial, Office (23)	Toys & Games (926)
Boys' Clothing ...	Tools: Industrial	Adult ...
Collectables (241)	Jewellery & Watches (227)	Travel (23)
Fossils ...	Antique ...	
Computing /Tech	Jobs ...	

05/05
Renault Megane Tourer £5,295



Bedroom & Lounge Furniture



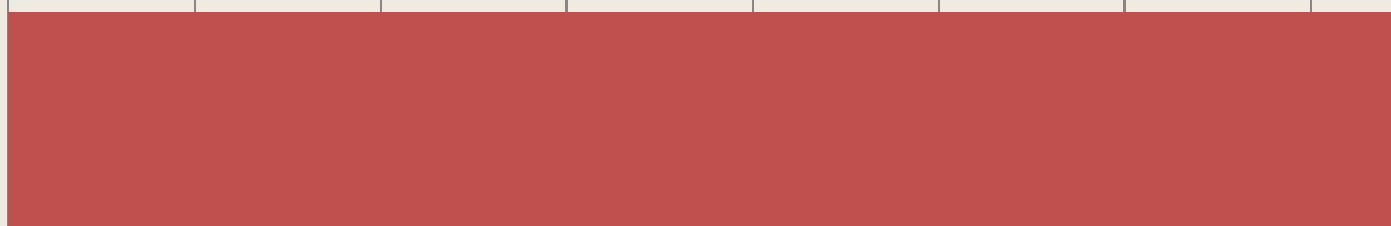
For competitive Motor & Home Insurance
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05/05
Renault Megane Tourer £5,295

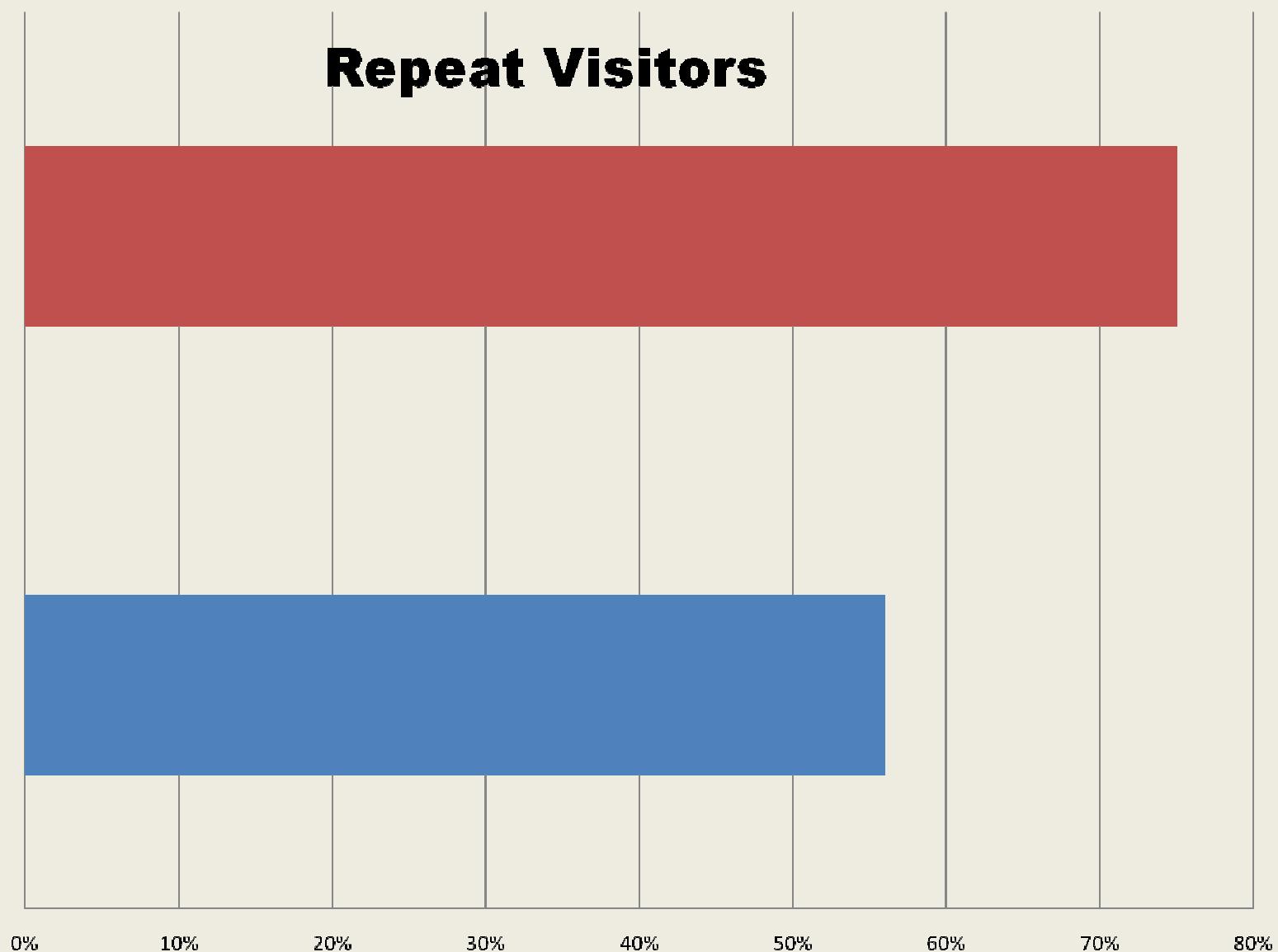
frequency

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with the
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DOBERMAN

welcome
to the
bark-side

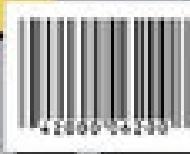
College

FINO's

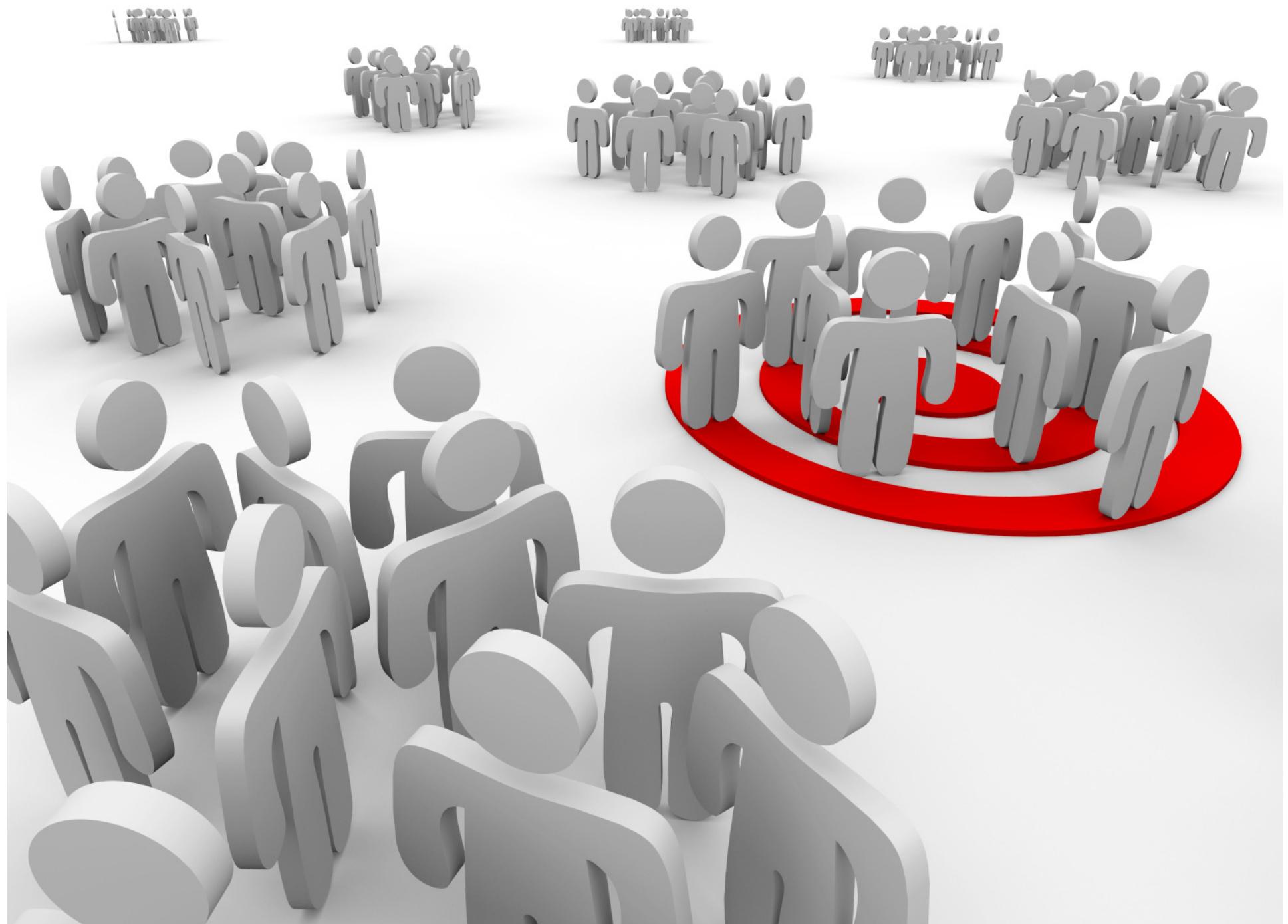
Naked



100
percent



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

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