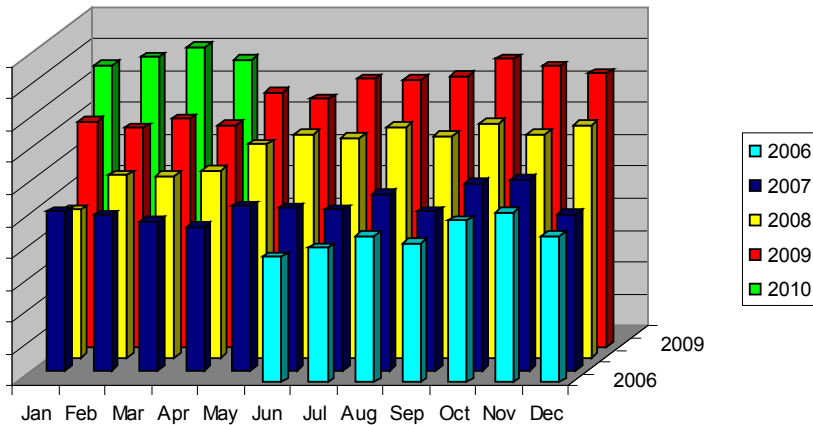




Expose your brand to high calibre corporate diners.

Launched in 1996 Best Restaurants of Australia™ is one of Australia's most used website for hospitality information. Over **550,000 viewers** are searching de Groots websites each month for information about where to entertain, dine and book their functions.

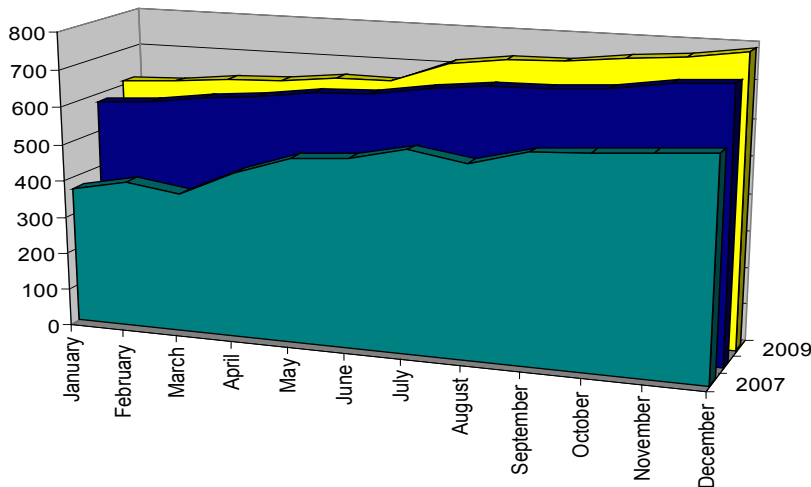
Unique visitors to Best Restaurants of Australia (Monthly)



- Over 450,000 unique visitors per month
- Average pages visits per user: 25
- Top three on Google search for restaurants
- Content supply and partnerships with Citysearch, Sensis, Network Ten, MasterChef Australia, Truelocal, Fairfax & Tourism NSW.
- **NEW** - Now offering real-time reservations for direct restaurant bookings. Over 1,500 covers per month.



Email enquiries to Best Restaurants of Australia (Monthly)



- Over 10,000 email enquiries sent to restaurants every year through Best Restaurants.
- On average an enquiry is for fifty guests but can be anything up to 2,000 guests.
- This is only 20% of enquiries - 80% of enquiries are direct to the restaurant by telephone.
- Monthly newsletter is sent to over 70,000 de Groots Media members - including advertising link opportunities for exposure and bookings.



Dec 2010 Target - over 550,000 unique visitors per month

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