

# Hitwise Industry Report for Lifestyle - Weddings

Based on New Zealand Internet usage  
for the week ending January 9, 2010



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## About Hitwise

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Hitwise is the leading online competitive intelligence service. Only Hitwise provides its 1,500 global clients with daily insights on how their customers interact with a broad range of competitive websites, and how their competitors use different tactics to attract online customers.

Since 1997, Hitwise has pioneered a unique, network-based approach to Internet measurement. Through relationships with ISPs around the world, Hitwise's patented methodology captures the anonymous online usage, search, and conversion behavior of 25 million Internet users. This unprecedented volume of Internet usage data is seamlessly integrated into our easy to use, web-based service, designed to help marketers better plan, implement, and report on a range of online marketing programs.

Hitwise, a subsidiary of Experian (FTS: EXPN) [www.experiangroup.com](http://www.experiangroup.com) and operates in the United States, United Kingdom, Australia, New Zealand, Hong Kong, and Singapore. More information about Hitwise is available at [www.hitwise.com/nz](http://www.hitwise.com/nz).

For up to date analysis of online trends and statistics, please visit the Hitwise Intelligence Analyst Weblogs at [weblogs.hitwise.com](http://weblogs.hitwise.com) and the Hitwise Data Center at [www.hitwise.com/nz/resources/data-center/](http://www.hitwise.com/nz/resources/data-center/).

## About Hitwise Industry Reports

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This Hitwise Industry Report provides a concise analysis of market trends within the online 'Lifestyle - Weddings' industry. Hitwise monitored 410 websites in the 'Lifestyle - Weddings' industry for the week ending 09/01/2010. The industry report includes analysis of traffic levels across days, traffic distribution across the category, traffic to international websites within the category, rankings of the key players within the industry and a range of other key insights into the 'Lifestyle - Weddings' industry. This type of report is available across any one of the industries monitored by Hitwise.

This report is based on a sample of Internet traffic within the New Zealand market. It does not include traffic a website or industry may generate from overseas visitors. This report should not be compared with site-centric statistics due to significant differences in data collection methods. For more information on the Hitwise methodology please visit [www.hitwise.com/nz](http://www.hitwise.com/nz).

## Hitwise Methodology

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Hitwise monitors a range of Internet Service Provider (ISP) networks to capture the usage patterns of Internet users. The ISPs represent a diverse range of metropolitan and regional areas including Internet access from home, work and educational institutions.

Each day, Hitwise extracts from its partner ISP networks a list of websites visited and ranks them according to a range of industry standard metrics - including 'Visits', 'Pages' and 'Average Visit Time'. Hitwise also extracts Clickstream data which analyzes the movements of visitors between websites.

Hitwise abides by local and international privacy legislation and analyzes all data in aggregate form. The Hitwise methodology is audited by PricewaterhouseCoopers on a quarterly basis. To view the Hitwise privacy policy and methodology in full please visit [www.hitwise.com/nz](http://www.hitwise.com/nz).



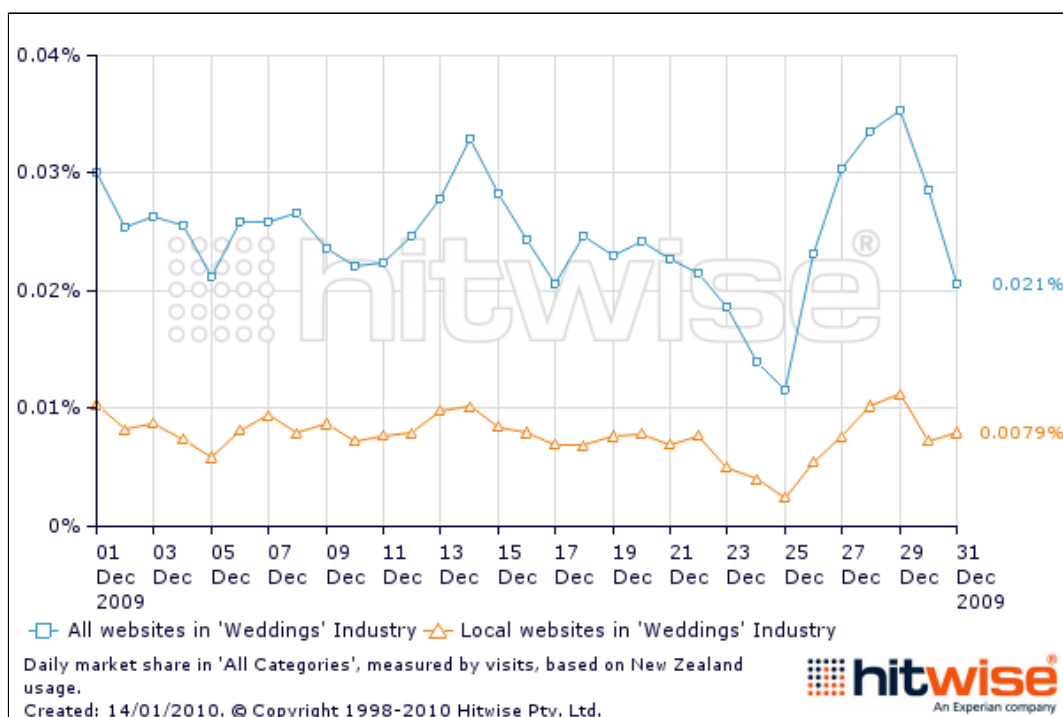
## Industry Description

### Lifestyle - Weddings

Sites which focus on wedding preparation, clothing, ceremonies, the honeymoon.

## Traffic Analysis

The chart below represents the market share of all websites in the 'Lifestyle - Weddings' industry out of all Internet traffic, compared to the market share of local websites only. Of all Internet traffic to the 'All Categories' industry during the month of December, 2009, all websites in the 'Lifestyle - Weddings' industry captured an average of 0.025% of visits, while local websites in the 'Lifestyle - Weddings' industry received 0.0077% of visits. Local websites contributed 31.17% of all traffic to the 'Lifestyle - Weddings' industry, which means New Zealand Internet users prefer global to local websites.



## Traffic Distribution Analysis

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36.38% of all visits to the online 'Lifestyle - Weddings' industry went to the top 10 websites for the week ending 09/01/2010. 48.53% went to the top 20 websites and 84.26% went to the top 100 websites.

## Visit Duration Analysis

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The average visit duration for visits to the online 'Lifestyle - Weddings' industry was 5 minutes, 48 seconds for the week ending 09/01/2010. This is a minimal decrease from last weeks average visit duration of 6 minutes, 24 seconds.

## Websites That Entered and Left the Top 100

The weekly churn in the Top 100 in the 'Lifestyle - Weddings' industry for the week ending 09/01/2010 based on visits was 12.0%, which means that 12 websites in this industry's Top 100 rankings have changed since 02/01/2010.

Websites that entered the Top 100 were:

02/01/2010 Rank	09/01/2010 Rank	Website	Domain
125	54	Wedding Anniversary gifts, ideas & suggestions	www.anniversaryideas.co.uk
113	56	Wedding Mapper	www.weddingmapper.com
121	61	True Bride	www.truebride.com.au
183	72	I Do Invites	www.idoinvites.co.nz
203	78	Parekhcards	www.parekhcards.com
131	81	WedQuarters	www.wedquarters.com
107	82	Wedding Speech Builder	www.weddingspeechbuilder.com
108	83	Bridal.co.nz	www.bridal.co.nz
102	90	One Wed	www.onewed.com
103	91	JLM Couture	www.jlmcouture.com
101	95	Your Wedding 101	www.yourwedding101.com
192	96	Bridal Guide Magazine	www.bridalguide.com

## Websites That Entered and Left the Top 100 (continued)

Websites that have left the Top 100 were:

02/01/2010 Rank	09/01/2010 Rank	Website	Domain
43	112	Syokkahwin.com	www.syokkahwin.com
44	105	Angel Wears	www.hiphopboutique.com
49	106	Home India	www.homeindia.com
74	117	WedAlert.com	www.wedalert.com
79	138	Wedding Bee - Classifieds	classifieds.weddingbee.com
81	104	Here Comes the Guide	www.herecomestheguide.com
82	101	The Knot - Our Community	community.theknot.com
85	118	Get Married	www.getmarried.com
87	131	Celebrity Wedding Buzz	www.celebrityweddingbuzz.com
91	113	InStyleWeddings.com	www.instyleweddings.com
98	188	Chatterberries.com	www.chatterberries.com
100	146	Smart Bride	www.smartbride.com.au

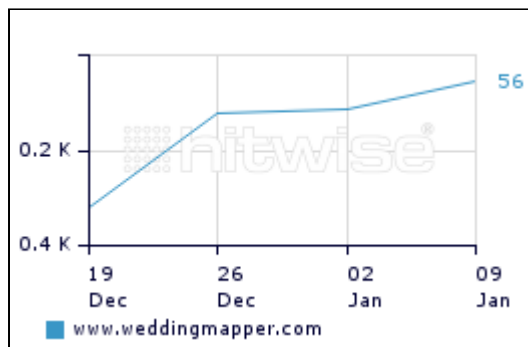
\* Note: DNR = Did Not Rank

## Fast Movers

Fast Movers indicates websites which have witnessed substantial increases in rank in the 'Lifestyle - Weddings' online industry. Charts show rank in the 'Lifestyle - Weddings' online industry for the four weeks ending 09/01/2010.

### Wedding Mapper

<http://www.weddingmapper.com/>

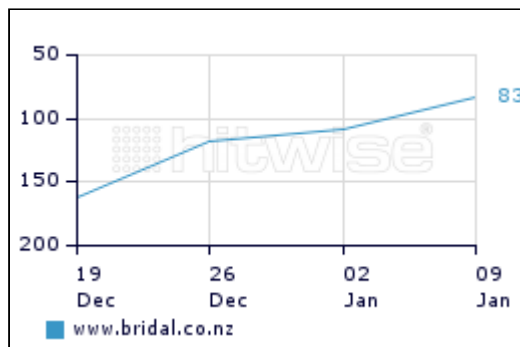


▲ 57 places

No description

### Bridal.co.nz

<http://www.bridal.co.nz/>

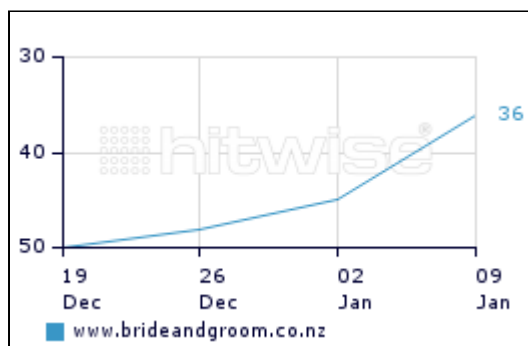


▲ 25 places

Bridal.co.nz is an online wedding magazine for New Zealanders, featuring a wide range of information, stockists and hints about weddings.

### Bride & Groom Magazine

<http://www.brideandgroom.co.nz/>

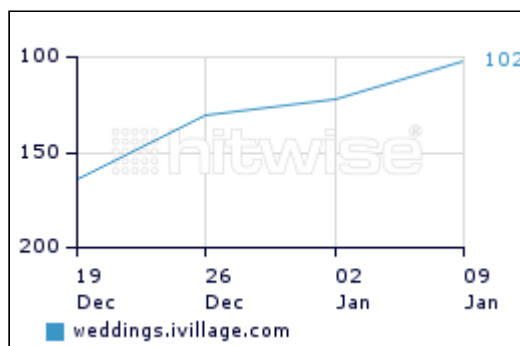


▲ 9 places

Published quarterly, Bride & Groom Magazine is packed full with informative articles, inspirational ideas and helpful tips, plus the latest wedding trends and bridal fashion.

### iVillage Weddings

<http://weddings.ivillage.com/>



▲ 20 places

iVillage Weddings provides a range of wedding resources including fashion, photos, forums and more.

## Hitwise Industry Report for Lifestyle - Weddings

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## Top 30 Websites - By Visits

The table below shows the Top 30 websites in the 'Lifestyle - Weddings' online industry for the week ending 09/01/2010 based on visits.

Sites which focus on wedding preparation, clothing, ceremonies, the honeymoon.

Total websites that ranked with currently selected options: 410

Category Contribution Percentage: 0.037%

Rank	Website	Domain	Market Share	02/01	26/12	19/12
1.	Weddings.co.nz	www.weddings.co.nz	13.48%	1	1	1
2.	New Zealand Wedding Planner	www.nzweddingplanner.co.nz	4.05%	2	2	3
3.	MomentVille	www.momentville.com	3.45%	72	43	62
4.	About.com - Weddings	weddings.about.com	3.36%	4	4	4
5.	The Knot	www.theknot.com	3.19%	3	3	2
6.	About.com - Marriage	marriage.about.com	2.33%	5	5	6
7.	Astra Bridal	www.astrabridal.co.nz	1.73%	6	8	5
8.	The BigStep.co.nz	www.thebigstep.co.nz	1.67%	10	20	17
9.	Brides.com	www.brides.com	1.65%	12	10	7
10.	Digital Wedding Forum	www.digitalweddingforum.com	1.46%	19	6	215
11.	Style Me Pretty	www.stylemepretty.com	1.41%	7	12	10
12.	Lovegevity	www.lovegevity.com	1.39%	11	22	42
13.	Project Wedding	www.projectwedding.com	1.39%	8	13	9
14.	Brides Corner	www.bridescorner.co.nz	1.34%	13	28	27
15.	NZBride	www.nzbride.co.nz	1.34%	9	37	26
16.	Hitched.co.uk	www.hitched.co.uk	1.15%	21	17	18
17.	Martha Stewart Weddings	www.marthastewartweddings.com	1.12%	16	26	22
18.	NZ Weddings	www.nz-wedding.co.nz	1.05%	26	47	25
19.	You & Your Wedding	www.youandyourwedding.co.uk	1.01%	17	7	13
20.	Wedding Central Australia	www.weddingcentral.com.au	0.96%	22	15	19
21.	Bridalwave	www.bridalwave.tv	0.89%	15	30	24
22.	Partypop.com	www.partypop.com	0.86%	42	36	33
23.	The Knot - Wedding Shop	weddingshop.theknot.com	0.86%	24	39	21
24.	WeddingChannel.com	www.weddingchannel.com	0.82%	18	24	39
25.	Maggie Sottero Couture Bridal	www.maggiesottero.com	0.82%	20	16	23
26.	MyWedding.com	www.mywedding.com	0.81%	14	21	8
27.	Weddingclipart.com	www.weddingclipart.com	0.81%	29	33	20
28.	LoveToKnow - Weddings	weddings.lovetoknow.com	0.81%	31	25	32
29.	Invites New Zealand	www.invites.co.nz	0.72%	46	42	31
30.	I-do	www.i-do.com.au	0.72%	34	40	29

Note: DNR = Did Not Rank

## Industry Search Terms

The following report lists the most popular search terms for the **24 weeks** ending **09/01/2010**, that resulted in traffic to websites classified by Hitwise within the '**Lifestyle - Weddings**' industry. For example, the most popular search term was '**wedding songs**' representing **1.02%** of all search terms that delivered users to websites classified by Hitwise within the '**Lifestyle - Weddings**' industry.

Displaying 1 to 30 of 19,252 search terms.

Rank	Search Term	Clicks	
1.	wedding songs	1.02%	
2.	wedding dresses	0.97%	
3.	wedding invitations	0.90%	
4.	astra bridal	0.74%	
5.	weddings.co.nz	0.61%	
6.	bridesmaid dresses	0.52%	
7.	weddings	0.48%	
8.	wedding	0.45%	
9.	vera wang	0.42%	
10.	wedding readings	0.35%	
11.	wedding anniversaries	0.30%	
12.	martha stewart weddings	0.29%	
13.	wedding vows	0.29%	
14.	nz weddings	0.27%	
15.	alfred angelo	0.24%	
16.	best man speeches	0.24%	
17.	stand by me lyrics	0.21%	
18.	wedding music	0.21%	
19.	offbeat bride	0.20%	
20.	wedding dress	0.20%	
21.	maggie sottero	0.20%	
22.	wedding planning	0.19%	
23.	love songs	0.19%	
24.	bridal gowns	0.18%	
25.	brides corner	0.18%	
26.	wedding dresses auckland	0.18%	
27.	wedding speeches	0.18%	
28.	pronovias	0.18%	
29.	wedding planner	0.18%	
30.	weddings nz	0.17%	

## Report Glossary

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**All Categories:** All Categories is an industry that contains all of the websites categorized in the Hitwise database, excluding websites in the Adult, Internet Service Providers (ISPs), and Ad Server industries. All Categories also temporarily contains websites that Hitwise has not yet categorized into a sub-category and/or parent category

**All Sites:** The collection of all Local and International Sites, as visited by local Internet users in all Hitwise industries except Adult, ISPs and Ad Servers.

**Average Visit Time:** The elapsed time from the first to the last page request that constitutes a visit, adding the average time per page for such a visit.

**Churn:** The movement of top ranking websites within an industry.

**Clickstream:** Hitwise Clickstream data shows the proportion of traffic that comes from (upstream) and goes to (downstream) the subject website, industry, or custom category.

**Demographic Variable:** An aggregate term used to refer to age, gender, household income, or region (state).

**Domain:** The unique name that forms the basis of a URL, such as www.yahoo.com.

**Downstream:** Downstream websites or industries are those visited immediately after leaving the subject website.

**Fast Mover:** The set of websites in a specific industry that have increased in rank based on visits, ordered by the increase in rank over the last period.

**Index:** An index value indicates strength or weakness in comparison to an average.

**Industry:** Websites that Hitwise has grouped for analysis as a vertical market sector, based on subjective matter, content, market orientation and competitive context.

**Industry Clickstream:** Clickstream data that shows the proportion of traffic that comes from (upstream) and goes down to (downstream) the subject industry or custom category.

**Keyword:** One word entered into a search engine. For example: 'car', 'engine', 'motor'.

**Local Site:** The collection of websites that are categorized as published in the local market, ie Australian sites in Hitwise AU, UK sites in Hitwise UK, etc.

**Market Share:** The percentage of all traffic to a particular online industry category that is received by an individual website.

**MOSAIC™ Group:** Behavioral segments, as defined by MOSAIC™ from Experian. They are used by the Hitwise Lifestyle tool in the Hitwise Australia and United Kingdom services. MOSAIC groups are based on multiple characteristics, including religion, ancestry, and language.

**MOSAIC Type:** Behavioral segments broken out from MOSAIC™ groups. MOSAIC™ types are based on multiple characteristics, including religion, ancestry, and language.

**Organic Traffic:** Traffic to a website from search engines that are not part of a pay-per-click (PPC) advertising campaign.

## Report Glossary (continued)

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**Page Impression:** A measurement of responses from a Web server to a page request from the user's browser.

**Page Request:** An opportunity for an HTML document to be displayed within a browser window. Hitwise does not count un-requested pop-ups served from the same domain, or panels or frames that make up a page. Hitwise counts a page request once regardless of the number of frames making up the page. Hitwise currently does not count those page requests that emanate from the browser cache.

**Paid Traffic:** Traffic to a website from search engines that are part of a pay-per-click (PPC) advertising campaign.

**PRIZM NE Lifestage:** A collection of PRIZM NE behavioral segments grouped by life stage (age and presence of children in the home). They are used in the Hitwise Lifestyle tool (Hitwise US service only).

**PRIZM NE Segment:** Behavioral segments, as defined by PRIZM NE. They are used in the Hitwise Lifestyle tool (Hitwise US service only). PRIZM NE segments are based on multiple characteristics, including education, occupation, and marital status.

**PRIZM NE Social Group:** A collection of PRIZM NE behavioral segments, grouped by social group (population density of the areas in which people live). They are used in the Hitwise Lifestyle tool (Hitwise US service only).

**Representation:** A method of comparing two groups or audience, and expressing the difference between the two as an index.

**Search Engine:** An online service that assists users to search and find information on the Internet. Popular search engines include Google, Yahoo! Search, MSN Search (Live.com) and Ask.com.

**Search Term:** Multiple keywords entered into a search engine. For example, 'toyota used car'.

**Session:** See Visit.

**Social Grade:** A behavioral segment as defined by MOSAIC™ from Experian. Social Grade is provided by the Hitwise Lifestyle tool in the Hitwise UK service. Social Grade is based on ABC1 demographics, which provide an indication of the occupation of the chief income earner within a household.

**Social Group:** A sub-group of a behavioral segment known as a 'PRIZM NE Segment'. They are used by the Hitwise Lifestyle tool in the Hitwise US service. Social Groups are based on population density.

**Swing Comparison:** A method of comparing two groups or audience, and expressing the difference in percentage between the two.

**Traffic:** Website activity. The type of activity measured depends on the report. For example, visits from a set of search terms (Website Search Terms report), or visits from a custom category (Rankings report).

**Traffic Share:** Activity on a website or industry by a particular group, expressed as a percentage of the total activity to that website or industry.

**Upstream:** Websites or industries that users visited immediately prior to the subject website or industry.

**Visit:** A series of one or more page requests by a visitor without 30 consecutive minutes of inactivity.

**Website:** A distinct set of URLs that make up a particular content offering.

