



Thank you taking the time to consider advertising on xorsyst.com. So what is xorsyst.com about? I cover a wide range of topics, and strive to be an authoritative source for news and information regarding anime, manga, cosplay, gaming, and Japanese / American pop culture.

The influence of Japan on American pop culture is at an all time high. Anime companies and distributors are struggling to keep up with the demands of American audiences. Long time veteran companies like Viz Media, GONZO, and FUNimation are adapting to the new Internet. While Japanese fans can go to their local shops to purchase anime, manga, and to find out what's new, American fans must rely on blogs, friends, and online stores to stay informed.

To be successful online, you need to be in front of the people that your business depends on. You can offer the most diverse selection of items, the lowest prices, but if no one knows you are there, how successful with your company be? I am in the business of attracting attention and traffic of Japanese pop culture fans. I can also work with you to make sure that your company will be seen too.

-Louis Ponder

Editor & Owner of xorsyst.com

QUICK STATS FOR XORSYST.COM

- Unique visitors a month: **235,000+**
- Page views per month: **400,000+**
- RSS Subscribers: **530**
- Alexa Rank: **38,638**
- Google Pagerank: **4**

(updated August 01, 2008)



FULL STATISTICS FOR XORSYST.COM

- [March 2008](#)
- [April 2008](#)
- [May 2008](#)
- [June 2008](#)
- [July 2008](#)

WHAT SITES DO WELL ON XORSYST.COM?

My visitors respond well to websites related to anime, video games, pop culture, or humor. However, many of my visitors are bloggers themselves. So, if you offer a service that would be of interest to bloggers, it should do well on xorsyst.com. More user demographics are given in the Quantcast section on page seven. Your site should do well if it belongs to any of the categories:

- **Anime DVD / Manga Stores**
- **Anime Figures and Japanese related items**
- **Video game stores**
- **Service that bloggers or website owners can utilize**
- **If your product appeals to men or women 18-34 years of age**

With xorsyst.com being a source of fresh news, viral marketing campaigns tend to also work well here. I have inadvertently helped fuel a few viral web trends in which I still see heavy traffic from on a daily basis.

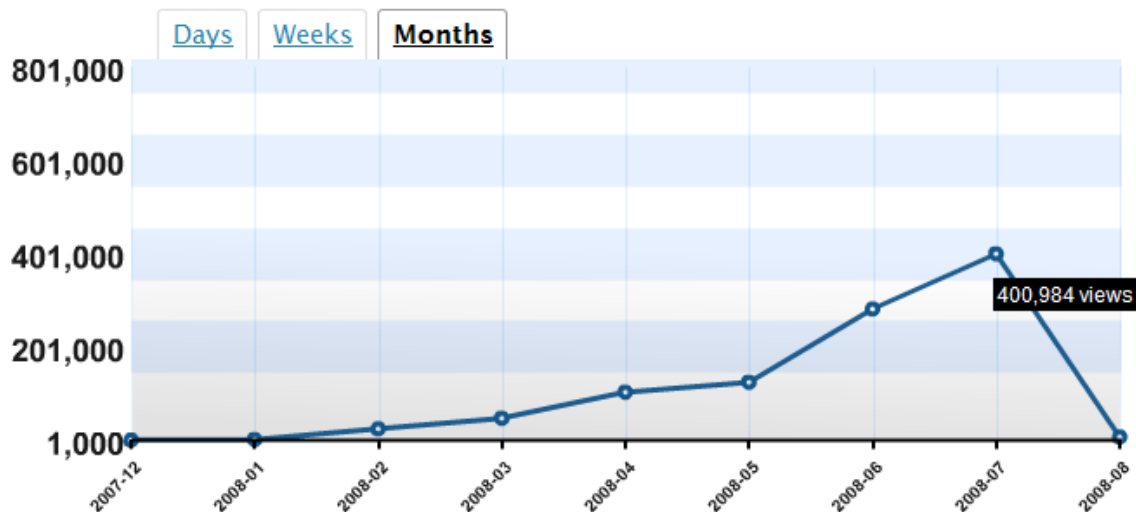
- **MRirian (Magibon)** – xorsyst.com is the [#2 site listed on BuzzFeed](#) behind her official page, #4 in the [google search results](#) for her name. Maggie Ririan is an American who has become a viral hit in Japan and America. After her [Youtube profile](#) received millions of views, she was invited to Japan and was interviewed by a popular Japanese TV Show.
- **KeyholeTV** - An experiment from a company working with the Japanese government to test P2P technology. My site ranks higher than the official site for the phrase "[KeyholeTV](#)" in Google, and continues to be one of my most popular posts of all time.
- **Guitar Hero 3 Online Widget** – To promote the release of their immensely popular video game, Guitar Hero 3: Legends of Rock, Activision released a widget that instantly became a viral hit. Like the previous MRirian viral campaign, I decided to post about it on xorsyst.com. When searching for "[Guitar Hero 3 Online](#)" xorsyst.com comes out as #1 on the Google results, even in front of Guitar Hero's official website!

If your product has widespread appeal, it should do well in front of my readers. If you have a special request, feel free to [contact me](#) so we can talk further.

WORDPRESS STATS

Wordpress stats is my built in stats tracking program that I use daily to measure my page views and other website statistics. Unlike programs like [Google Analytics](#) and other ranking services that rely on Javascript to measure page views, Wordpress stats measures direct page access. If a user has Javascript disabled for security reasons, they will appear invisible to many tracking services. I prefer to use Google Analytics to track user trends however I rely on Wordpress stats to measure the true monthly page views for xorsyst.com.

Page views from January 2008 – July 2008



Page views for July 2008

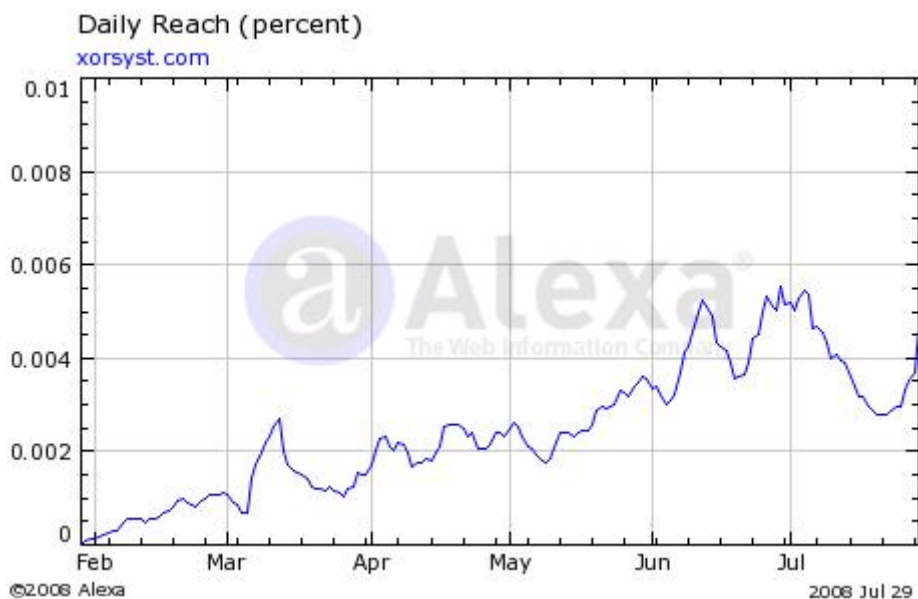


ALEXA

Alexa is considered by many advertising networks, industry leaders, and bloggers to be the industry standard of measuring the global reach a website has across the entire Internet. Alexa computes traffic rankings by analyzing diverse traffic data sources. The traffic ranking is based on 3 months of aggregated data from millions of users. The lower the number, the more traffic a website attracts.

xorsyst.com has seen a dramatic improvement of our Alexa ranking due to efforts to expand our reader base over the past 3 months. Below you will see that our 3 month change is **up 155%** as of August 1st, 2008. My Alexa ranking is 38,638 which means, out of the hundreds of millions of websites on the internet today, only 38,638 sites receive more traffic than xorsyst.com. In America alone, there are only 12,699 sites that receive more traffic than xorsyst.com.

This goes to show that xorsyst.com is not only a site where our readers come back day after day, but also a site that is continually attracting new readers to see your advertisements!



ALEXA (continued)

Reach for Xorsyst.com: ?

Percent of global Internet users who visit this site

Yesterday	1 wk. Avg.	3 mos. Avg.	3 mos. Change
0.0046%	0.0033%	0.00356%	↑ 155%

Traffic Rank for Xorsyst.com: ?

Alexa traffic rank based on a combined measure of page views and users (reach)

Yesterday	1 wk. Avg.	3 mos. Avg.	3 mos. Change
29,991	38,036	38,638	↑ 49,212

Page Views per user for Xorsyst.com: ?

The number of unique pages viewed per user per day for this site

Yesterday	1 wk. Avg.	3 mos. Avg.	3 mos. Change
2	2.6	2.36	↓ 24%

Xorsyst.com users come from these countries:

United States	54.2%	<div style="width: 54.2%;"></div>
United Kingdom	6.0%	<div style="width: 6.0%;"></div>
Canada	5.8%	<div style="width: 5.8%;"></div>
Japan	3.9%	<div style="width: 3.9%;"></div>
Indonesia	2.8%	<div style="width: 2.8%;"></div>
More xorsyst.com users...		

Xorsyst.com traffic rank in other countries:

United States	12,699
Canada	14,351
Indonesia	15,036
United Kingdom	22,762
Japan	58,269
More xorsyst.com traffic rank...	

What this means for you is that your advertisement will be seen by a large and diverse population of Internet users looking for topics that I cover on xorsyst.com, and more importantly, looking for the items you are advertising! For more information about the Alexa ranking service, please visit [Alexa's Official Web Search Help](#). To see our current Alexa traffic information, and current graphs, visit our [Alexa Traffic Details](#).

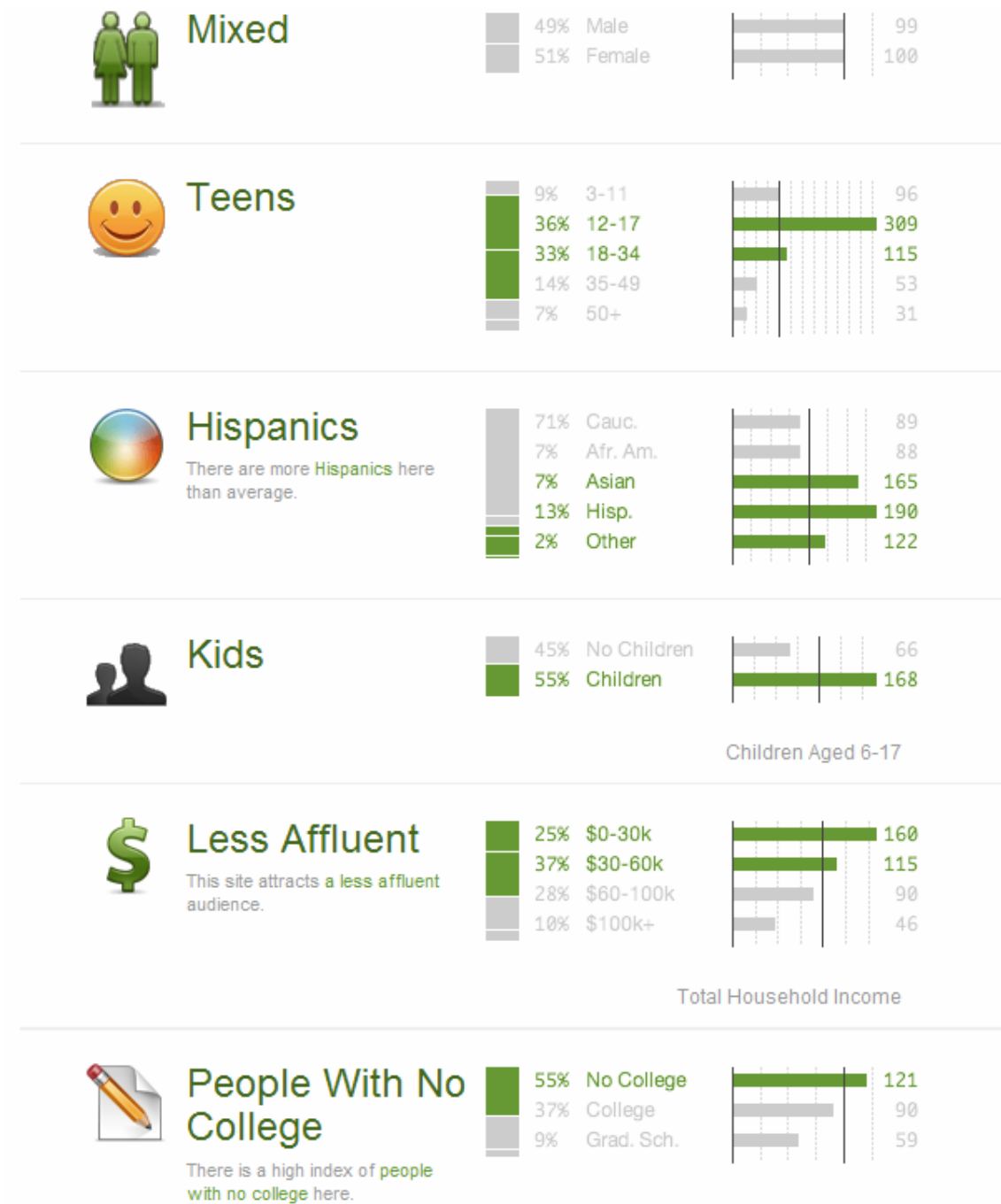
QUANTCAST

xorsyst.com is an official Quantified publisher with a rank of 11,727. Quantcast is a new media measurement service that lets potential advertisers view audience statistics on Quantified websites. I use Quantcast to gather user demographics in order to better understand my readers. I strive to write articles that I feel my readers will not only find interesting, but also have a reason to return to xorsyst.com. While I do poll users on various subjects, I do not request personal information. Quantcast collects their data through affiliations with partners who also serve advertising banners, ISPs, and advertising networks. For more information on how Quantcast gathers their data, please visit the [Quantcast FAQ](#).

Below you will find Quantcast data of visitors to xorsyst.com. I invite you to use the information to further decide if your advertisement will succeed on xorsyst.com. To view more stats, please visit my official [Quantcast Ranking Details](#).

Monthly Traffic	US	Global
Page Views per Month	243,066	393,249
Average Page Views per Visit	1.59	1.58
Visits per Month	152,938	248,340
Cookies per Month	117,988	193,883
Home Traffic	77%	81%
Work/Education Traffic	23%	19%
People per Month	107,054	176,694
Monthly Page Views per Person	2.27	2.23
Monthly Visits per Person	1.43	1.41

QUANTCAST (continued)



Thank you for considering advertising on xorsyst.com. If you have any more questions, or want to speak to me about alternative arrangements, feel free to email me at Advertise@xorsyst.com.