



# Paragliding Map

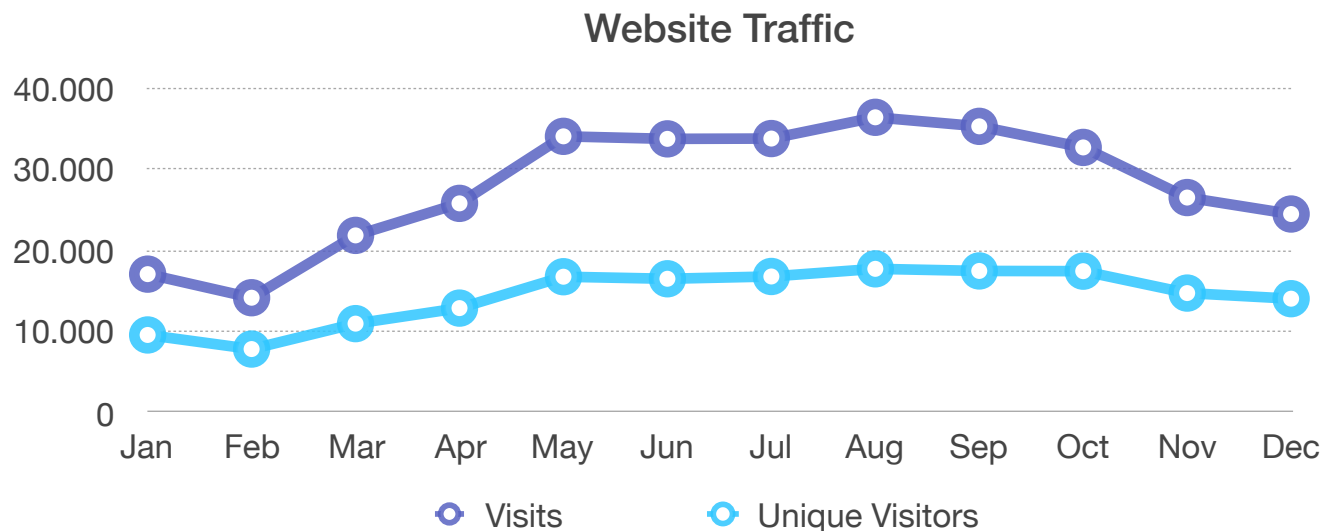
## Media Kit 2017

**Paragliding Map** serves a niche market of paraglider and hang-glider pilots.

Although the market is relatively small, it is highly-targeted to free-flight pilots who are interested in flying equipment, weather services, action sports, travel and other flying-related products and services.

Website traffic for 2016

| MONTH        | VISITS         | UNIQUE VISITORS |
|--------------|----------------|-----------------|
| Jan          | 40.657         | 22.100          |
| Feb          | 40.368         | 21.614          |
| Mar          | 52.318         | 26.707          |
| Apr          | 53.734         | 26.525          |
| May          | 59.579         | 29.751          |
| Jun          | 52.713         | 26.776          |
| Jul          | 60.794         | 30.766          |
| Aug          | 60.865         | 30.316          |
| Sep          | 54.245         | 26.878          |
| Oct          | 51.966         | 26.267          |
| Nov          | 39.537         | 19.897          |
| Dec          | 42.960         | 22.380          |
| <b>TOTAL</b> | <b>609.736</b> |                 |



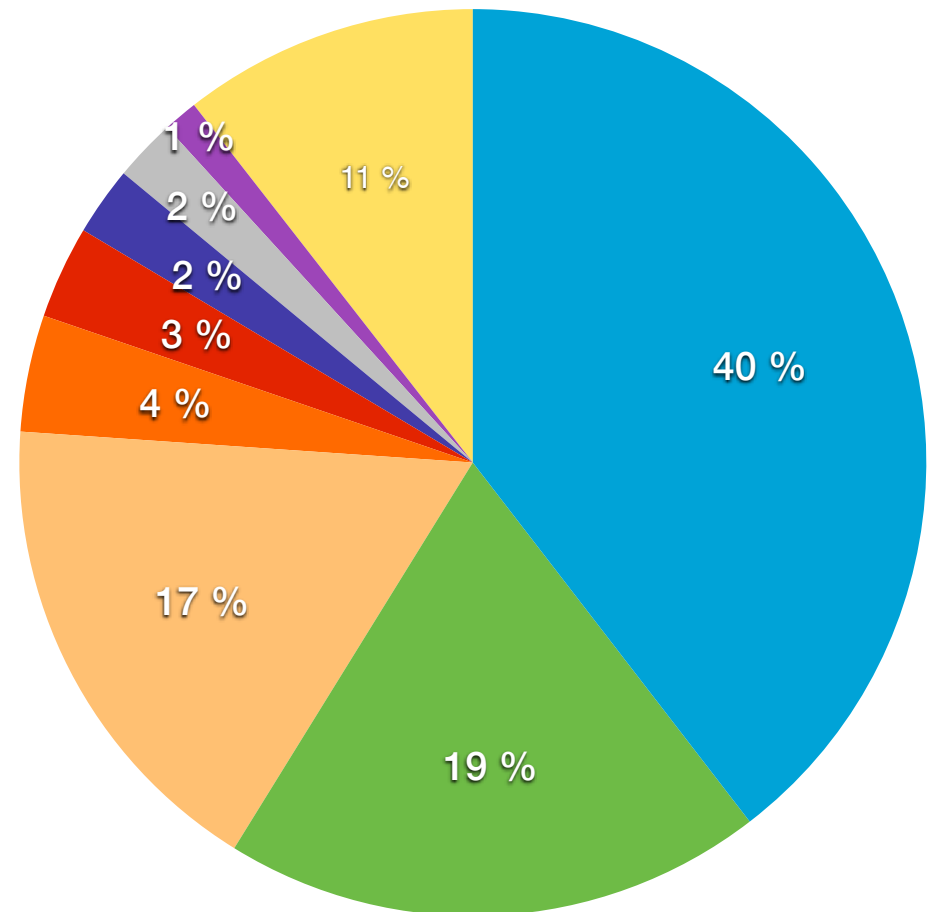
# Languages

**Paragliding Map** is translated into 4 languages: English, German, French and Portuguese. Additional languages are coming soon.



Visitors by language

| LANGUAGE   | PERCENTAGE |
|------------|------------|
| English    | 40 %       |
| German     | 19 %       |
| French     | 17 %       |
| Polish     | 4 %        |
| Dutch      | 3 %        |
| Italian    | 2 %        |
| Spanish    | 2 %        |
| Portuguese | 1 %        |
| Other      | 11 %       |



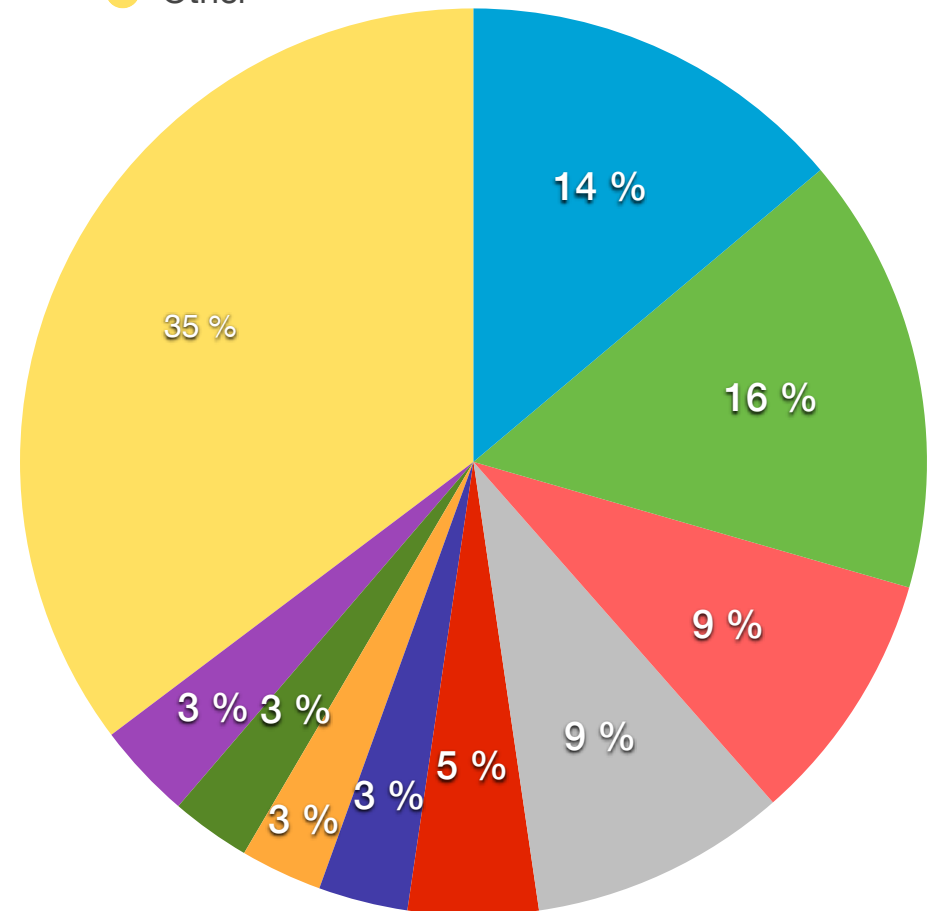
# Countries

Paragliding Map is an **international product** with visitors from all over the world and offers takeoffs, landings, forecasts, weather and webcams for many countries.

- Germany
- United States
- Austria
- Other
- France
- Switzerland
- Belgium
- U.K.
- Italy
- Poland

Visitors by country

| COUNTRY       | PERCENTAGE |
|---------------|------------|
| France        | 16 %       |
| Germany       | 14 %       |
| United States | 9 %        |
| U.K.          | 9 %        |
| Switzerland   | 5 %        |
| Poland        | 3 %        |
| Italy         | 3 %        |
| Austria       | 3 %        |
| Belgium       | 3 %        |
| Other         | 35 %       |



# Contact

If you think **Paragliding Map is a good fit** for your business, I would love to hear from you. If you have any further questions, please don't hesitate to ask.

## Craig Payne

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Paragliding Map - Where can I fly today?

Website: <http://www.paraglidingmap.com>

iPhone, iPad, iPod Touch: [Paragliding Map for iOS](#)

Android: [Paragliding Map for Android](#)

## General Statistics

| STATISTIC              | VALUE             |
|------------------------|-------------------|
| Average visit duration | 3 mins 55 seconds |
| Pages per visit        | 5,45              |
| Bounce rate            | 26 %              |
| New visitors           | 40 %              |
| Repeat visitors        | 60 %              |