

PenLovers

the Internet Site for Lovers of Fine Writing

PenLovers is the Web's oldest and best site devoted to fine writing instruments. Our visitors appreciate pens, pencils and ephemera as collectibles and fine writing tools, and PenLovers provides them with original, newsworthy, and important information, pictures and commentary.

Online since 1996, PenLovers is the longest running Internet web site devoted to new and vintage pens, pencils and other fine writing instruments. Unique and unbiased, PenLovers is an everyday choice for an international audience of more than 50,000 collectors and enthusiasts each month.

Features

Articles and Features

Articles and Features highlights the latest models from major pen manufacturers, information on collecting, restoring and maintaining a vintage pen collection, essays written by pen luminaries - just about anything of interest to the serious fine writing enthusiast. At least one article appears on the home page, with links to the Articles and Features page.

Message Boards

Message Boards are an important way for people to connect and communicate. The PenLovers Message Boards are devoted to pens, pencils, inks and other issues surrounding the world of fine writing - no personal communications among visitors or non-pen-related postings to be found.

Seen on the Boards

Where we highlight the newest postings with the broadest appeal, *Seen on the Boards* is integrated into the home page.

Events Calendar

The *Events Calendar* lists major Pen Shows, Fairs, and other events of interest to our community.

Collections

Our *Collections* feature beautiful high-quality photographs of important pen collections and commentary. Our gallery includes hi-resolution photographs of Chilton, Montblanc, Parker, Pelikan, Recife, Sheaffer, Swisher and Wahl, and more.

Links and Resources

The *Resources* pages on PenLovers help guide our visitors to Pen Manufacturers, Repair Shops, Restoration and Parts. Sections on Fountain Pen History and a Glossary are permanent part of the site and are included under this section as well.

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PenLovers Poll

The *Poll* is an excellent way for us (and our advertisers) to ask whether our visitors attend pen shows, or collect vintage pens, or just about anything worth knowing.

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Traffic and audience demographics

General Information

User sessions per month		59,209	
Unique visitors per month		53,314	
Average time per visit		12 mins 25 secs	
Average page views per month		240,765	
Reach per million overall Web users		4.5	
Visitors from the United States		86.82%	
International visitors		13.18%	
International breakdown:			
Canada	13.81%	Australia	5.77%
Japan	11.29%	Singapore	5.64%
The Netherlands	9.07%	France	5.30%
Taiwan	8.97%	Germany	4.54%
United Kingdom	8.89%	Brazil	4.36%
Italy	8.36%	Mexico	3.38%
Hong Kong	7.56%	Belgium	3.04%

Data sources: Web Trends ©, M5 Analyzer ©, Alexa.com ©, an Amazon company.

Fine Writing Specific Information

Percentage of visitors who attended one or more pen shows in the last 12 months	64.51%
Percentage of visitors who will not attend pen shows in 2005	35.49%
Percentage of visitors who plan to make their own pen(s)	69.49%
Percentage of visitors who are collectors of vintage pens	28.37%
Percentage of visitors who are collectors of limited edition pens	24.12%
Percentage of visitors who are collectors of pens, pencils, inkwells or other writing tools	77.47%

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Ad opportunities and sponsorships

In addition to customized advertising opportunities throughout the site, PenLovers offers a number of opportunities on the Home Page and other permanent sections of the site. Advertisers reach our fine writing audience in ways that maximize targeting, and minimize Cost per Acquisition.

Pen Lovers offers the most popular standard banner dimensions. Advertisers may choose to Sponsor a feature, a section of Pen Lovers, or submit custom pages to engage a highly targeted audience.

Please speak with your Sales Representative for additional details.

Telephone: +1 908 291 1153

Email: sales@PenLovers.net

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Contact Pen Lovers

Business Hours

Monday through Friday 9:00 am to 6:00 pm
Other hours by appointment

Contact Information

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