



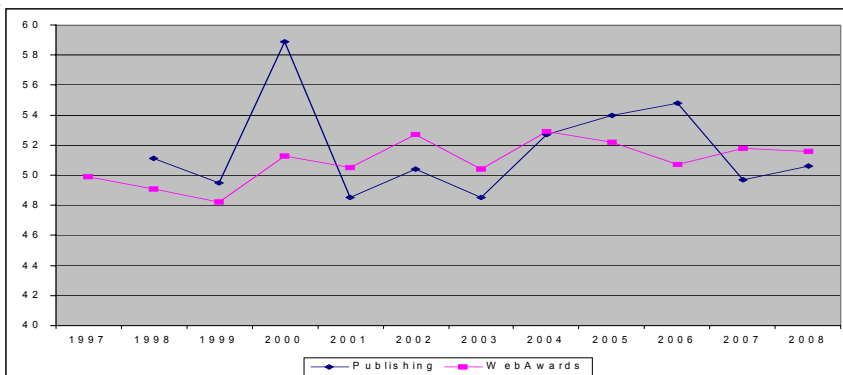
WebAward Internet Standards Assessment Report

2009 Publishing Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Publish	WebAward
1999	49.5	48.2
2000	58.9	51.3
2001	48.5	50.5
2002	50.4	52.7
2003	48.5	50.4
2004	52.7	52.9
2005	54	52.2
2006	54.8	50.7
2007	49.7	51.8
2008	50.6	51.6

Score out of a possible 70 points

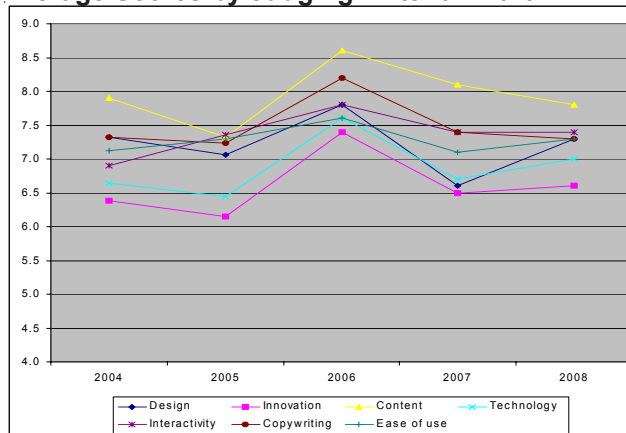


Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.3	7.1	7.8	6.6	7.3
Innovation	6.4	6.1	7.4	6.5	6.6
Content	7.9	7.3	8.6	8.1	7.8
Technology	6.6	6.4	7.6	6.7	7.0
Interactivity	6.9	7.4	7.8	7.4	7.4
Copywriting	7.3	7.2	8.2	7.4	7.3
Ease of use	7.1	7.3	7.6	7.1	7.3

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

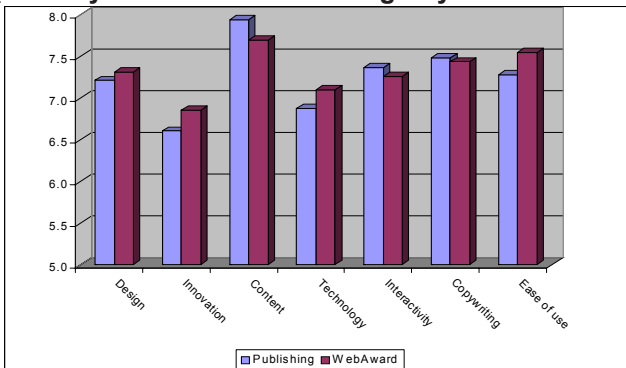


Analysis

Publishing Web site performance continues to be erratic within the ISAR index. After two years of outperformance, publishing sites have again dropped below the index for the past two years. Since joining the WebAwards in 1998, publishing sites have seen five years of outperformance and six years of underperformance. These sites have exceeded the 5-year criteria benchmark averages in content, interactivity, and copywriting. They score lowest in innovation.

Publishing sites have the opportunity to create a sense of community around a central topic or subject. The best publishing sites create a user experience that supports their publications and creates buzz to support other marketing efforts.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2008	My1Stop.com	My1Stop.com
2007	Entrepreneur Media Inc.	Entrepreneur Media Inc.
2006	Arcadia Publishing	Arcadia Publishing Website
2005	Kel Geddes Management Ltd	Official Anne Geddes Website
2004	Mediapulse	New Homes Guide Website
2003	Association of American Colleges and Universities	AAC&U Web Site
2002	International Data Group	International Data Group
2001	Kel Geddes Management Ltd	Anne Geddes Official Website
2000	Luminant Worldwide	Bill Gates' Business at the Speed of Thought
1999	SmartMoney.com	SmartMoney.com

About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through its WebAward program. Multiple independent judges review and score each site from 0-10 points on each of seven criteria for a possible 70 points. Best of Industry WebAward is given to the site that scores highest in the industry. The views of this report are based on observations of aggregated industry data and do not reflect the results for any particular Web site unless noted. For complete information, go to www.webaward.org