

The Emerging Opportunity in Vertical Search

A Review of Niche-Oriented
Search Engines and Directories

Introduction

A mere seven years have passed since [Google](#) and a host of other search engine companies entered the Internet landscape, and their impact has been no less than stunning. Furthermore, this nascent field is still evolving as new technologies and innovative entrepreneurs create exciting new opportunities. For example, while [Yahoo!](#), Google and the like will continue to dominate the scene and—in aggregate—comprise the bulk of the online consumer’s share of mind and media consumption, a myriad of vertical search engines are emerging to address the particular informational and research needs of niche audiences and professions.

First, while everyone is familiar with general search engines like Google and Yahoo, there is actually a multitude of broad-based search engines, such as [Dogpile](#), [Clusty](#), [Blowsearch](#) and [Snap](#). These search players are clearly fighting for the single-digit audience share that Yahoo, [MSN](#) and Google do not currently own, and they face a challenging time ahead in carving out a profitable enterprise.

In the last three years, research analysts at [Jupiter Media](#) and [Forrester Research](#) have identified a new tier in search dubbed “specialized” or “vertical” search. “Vertical search is about to happen,” says Gary Stein, former senior analyst at Jupiter Media. “Market conditions are setting up for it: the popularity of search engines; the availability of tools to build it; and opportunities to make money—advertisers are competing for keywords.”

Some trends to consider:

- \$7.4 billion was spent on search engine marketing in 2005 (16% of which was b-to-b).
- More than 40% of the average marketer’s budget is devoted to search.
- Nearly 38% of Yahoo’s advertisers are defined as b-to-b.
- More than 50% of Google’s target advertisers are b-to-b.
- Nearly 64% of search engine users search for business information first.

Sources: SEMPO 2005, Emarketer 2005, Jupiter Research 2005, Piper Jaffray 2004

This white paper was written by Bill Furlong, president and CEO of [SearchChannel](#), Oak Brook, Ill., which builds specialized search engines for media companies. It was edited by Tom Power, copy editor at [Slack Barshinger](#), a Chicago-based integrated marketing communications agency that works exclusively with business marketers to build strong business brands and generate demand. For more information, contact Bill at bill@searchchannel.biz, or 630-368-3553, or Tom at tom.power@slackbarshinger.com, or 312-970-5852.

So the case for more specialized search engines is certainly validated. It can be further justified simply by listening to the search user. The data below from [Jupiter Research](#), gathered through a survey of professionals who use general search engines, affirms the need for deeper, more specific, more relevant

search results. Combined with the fact that major search engines have cataloged only 10% to 20% of the Web (various estimates exist), there is no doubt that specialists can carve out a relevant business to address niche audiences' particular search needs.

What Users Say About General Search Engines

I usually refine my search with additional keywords.	41.2%
Results are often not directly relevant to my query.	41.2%
I usually find a relevant answer to my query on the first page of results.	39.9%
I find that there are too many results returned.	32.5%
I often go to more than one search engine to find the answer to my query.	32.5%
Too many results are sponsored links.	31.2%
I think that results are well organized.	21.2%
I can always tell the difference between a sponsored link and a regular search result.	20.3%
I am concerned about confusing sponsored links with regular search results.	18.8%
I often leave a search engine without finding an answer to my query.	18.0%
Engines have become slower to return results.	4.4%
I find the sponsored links are usually more relevant than regular search results.	4.2%

Source: Jupiter/Ipsos Survey 2004

The Advantages of Vertical Search

As the research confirms, the typical business search user finds it a challenge to secure deeply relevant results. Let's show how this experience can unfold for a professional—in this case, a dentist. Below left you will see a search on the keyword "ceramics," a common material used by dentists in their work. Note that Google has served up millions of results, and most of the first few pages revolve around enthusiast hobbies like pottery. Obviously this is not a terribly useful search result for the dentist. Further, even if that dentist refines his or her search, typing in "dentists and ceramics," for example, the results

are still far too numerous and unwieldy to constitute a truly useful search result.

Instead, this dentist can perform the same search on DentalProducts.net, a well-regarded media company Web site (below right). Advanstar Dental Media has a variety of newsletters, magazine trade shows and now the default search engine in the dental industry. Here, the dentist searches using the keyword "ceramics" and finds a more finite, manageable and relevant yield. The results are also placed into modules: editorial archives and external links from the Web at large.



The results generated by Google and a more specialized search engine vary greatly.

Specialized, or Vertical, Search Falls Into 3 Distinct Categories

Before going further, it is appropriate to summarize what comprises this new search phenomenon and some of the language and technical definitions involved:

- **Local**
As exemplified by [Google Local](#), this segment is all about geographic or place-based relevance. Newspapers, regional magazines and entrepreneurs (e.g., [www.chicago.com](#)) are all after this defined search opportunity.
- **Topical**
This is all about consumer niches like travel, golf, hobbies and other enthusiast segments. Two examples include [www.kayak.com](#) and [www.golfhelp.com](#).
- **Vertical or B-to-B Industry**
This will clearly be a lucrative market segment. The data strongly supports that business people are particularly apt to engage the Web as a research tool and will need deeper, more relevant information to do their jobs.

Vertical Search Engine Applications

The term “vertical search” has different meanings to different audiences. As we explained earlier, broadly speaking, vertical search falls into three categories: local, topical and b-to-b vertical. And in the b-to-b segment, we see a variety of designs and implementations. We would now like to highlight some of the emerging models:

Vertical search engine as a destination or “portal”

Here, the search engine is a site that one might visit or bookmark for future use. Examples include www.vetmedsearch.com or www.insidece.com. Often, media companies that own these destination sites optimize them and buy keywords on Google to drive their audience to visit.

Vertical search as a complementary Web site application

This model entails embedding a search engine box on an existing, already trafficked site. The media company that owns it sees the vertical search engine as a tool that provides additional utility to the existing site. One example is www.certmag.com.



Three examples of vertical search engines: VetMedSearch, InsideCE and CertMag.

Parametric search

This tool is more prevalent in engineering and other product-specific, information-intensive, procurement-driven industries. Often, the vertical search experience allows for face-to-face product and manufacturer comparison.

Vertical Search: The Technologies and Ad Programs Emerging

Often we are asked specific questions about what a search engine really is. The following provides some detail as to the different platforms present in the world of search.

Important distinctions must be made in order to understand the virtues of a search engine, its technology and the marketing platforms offered. Some of this may be self-evident, but it is worth refreshing one's memory:

- **Search Engine**

This is a software program that searches documents for specified keywords and returns a list of documents where the keyword was found. Although search engines actually comprise a general class of programs, the term is often used to describe specific systems like [AltaVista](#) and [Inktomi](#), which enable users to search for documents on the Web and in usenet groups.

Typically, a search engine works by sending out a "spider" to fetch as many documents as possible. Another program called an "indexer" then reads these documents and creates an index based on words contained

in each document. Each search engine uses a proprietary algorithm to create its indices so that, ideally, only meaningful results are returned for each query. For instance, Google matches searches based on keyword use and popularity of the site indexed. [SearchChannel](#)'s algorithmic base works off the number of times a keyword appears in a given indexed Web page.

- **Directory**

What is an Internet directory? Although the terms "search engine" and "subject directory" are used interchangeably, they are not the same thing. A subject directory organizes Internet sites by subject, and it is usually maintained by humans instead of software. The searcher looks at sites organized in a series of categories and menus. Subject directories are usually much smaller than search engines' databases, since the sites are viewed by human eyes instead of by spiders.

Advertising Programs

The following section sheds some light on the variety of models within the vertical search space. Unlike the mass market and general search engine CPC model, individual niches are experimenting with a broad array of programs:

- **CPC**

“Cost Per Click.” This is the most common format and was popularized by Google. An advertiser pays only for each time that a user clicks on its ad. In actuality, the advertiser receives “free” awareness if the ad is not clicked, and lively discussions are taking place to quantify the value of “preclick” impressions. The ugly flip side to CPC is the very real issue of click fraud: About 10% to 20% of all clicks are fraudulent in nature. New companies like Adbrite have found success with flat-fee formats rather than click-through methods.

- **CPM/CPI/CPV**

“Cost Per Thousand,” “Cost Per Impression” or “Cost Per View.” This model is the stan-

dardized, traditional method of online advertising and is emerging as an option in vertical search environments.

- **Flat Fee/Fixed Fee**

This seems to be the most popular early ad model for most of the vertical search engines. Often it is not just a keyword that is bought, but a comprehensive package: a bucket of keywords, listings in product areas, affiliate network membership and search engine optimization services. We see this trend continuing as the vertical world builds its user base, and as marketers learn the craft of vertical search marketing.

- **Web Order Entry/Self-Service**

Many vertical search engines sell their advertising programs through an engaged professional sales force. However, a good number are inserting a commerce-based system whereby marketers can buy, monitor and revise their ad campaigns themselves simply by entering their credit card information through a self-service, password-protected interface.

- **Paid Inclusion**

This model is the practice of inserting advertorials (“editorial-like” ads) or more traditional advertisements into the actual organic search results. Yahoo and [Ask Jeeves](#) use this type of program, and “enhanced listings” are now popping up in vertical search engines. Some companies go so far as to charge marketers to index their Web sites.

- **Paid Listing**

This is the most accepted format, and the one that Google is known for. Ads appear on top of or beside organic listings, and they are clearly identified as sponsored links. Recently, Google surprised many with a new brand banner program, allowing marketers to buy on keyword prompt and in the top ad position.

Content Composition of Vertical Search Engines and Directories

It is crucial to understand the nuances of content indexed by search engines, because there are distinct types of content with different perceived values to the user. From our perspective, content can be divided into three arenas:

- **Editorial Archives**

Also called internal search, this is the most common content found on publisher search engines. Internal search can include white papers, conference content and even blogs. Typically, archived content goes back one to three years at most, since internal publishers are still tackling technology issues to bring vast legacy content libraries into a digital and indexable format. When they succeed, their efforts will add tremendous value to the user experience.

- **Product Guides**

Most publishers are well regarded for their comprehensive directories of an industry's suppliers. We believe that few publishers have moved this content into a search engine, and that it remains in directory format. Those who do move their content into a search engine (SearchChannel's clients, for example) will have a competitive advantage in the marketplace, both with users and advertisers. Product guides can also house white papers, video-based product demos and abstracts.

- **External Web Content**

This is the hardest part of vertical search. It is the core technology that allows Google and Yahoo to flourish, and it is something that very few have mastered in the vertical world. Companies such as GlobalSpec and SearchChannel have developed indexing and spidering techniques to catalog relevant content in a given market and to house it in a distinct search engine. Often this process is guided by the resident publisher's editorial team, which has deep domain expertise on what content matters to its constituency and where on the Web that content lives. No search engine is truly complete without "external Web content."

A Listing of Vertical Search Engines and Directory Companies

GENERAL BUSINESS

Business.com

www.business.com



Developed by a team of industry experts and library scientists, the Business.com directory contains more than 400,000 listings within 65,000 industry, product and service subcategories. For those seeking general industry background or specifics about a particular product line, Business.com delivers what it calls useful and relevant results.

Every month, more than 32 million business professionals use the Business.com network, which includes the world's leading business publishers and Web sites. That reach, combined with Business.com's focus on business search and directory, gives business marketers an opportunity to reach an at-work audience.

While Business.com is the early leader in b-to-b search, most users and marketers we speak to find it too broad for their needs and goals. At the same time, it does provide a great venue for audience scale.

With standard, sponsored and "featured placement" programs, Business.com gives marketers a new tool to drive qualified traffic and to generate leads by reaching business users at the precise moment they seek information. In fact, Jupiter Media Metrix finds that "the paid search model succeeds precisely because consumers find relevant listings, advertisers only pay for qualified traffic and the interests of the publisher are allied with both constituencies." Business.com programs are anchored by a CPC format, and bidding is allowed.

FINANCIAL FIELD

SearchFinance

www.searchfinance.com

SearchFinance.com was launched in November 2005 as a vertical search engine and directory serving the corporate finance market. In the beta launch stage as of April 2006, SearchFinance.com was indexing the best of the financial Web, allowing users to conduct focused searches on topics related to corporate finance without sifting through pages of irrelevant information. SearchFinance.com offers run-of-site and keyword-based sponsorship opportunities for advertisers.

TECHNOLOGY FIELD

Note: All three of these directories have embraced the Google model by embedding a search engine “box” on a broad array of affiliate sites within the segment. This provides the majority of their traffic (as opposed to their own destination URLs). All three directories offer package-oriented marketing programs, along with CPC keyword and category sponsorships.

KnowledgeStorm

www.knowledgestorm.com



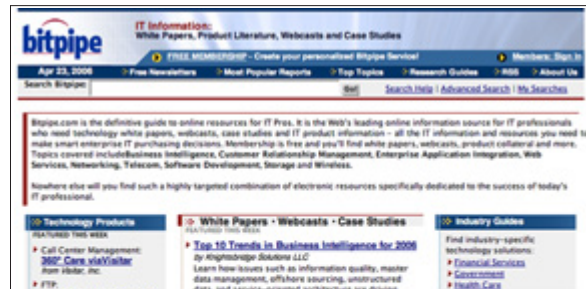
KnowledgeStorm aggregates content from software, hardware and IT services vendors into their extensive Internet-based technology directories and IT search sites. Thousands of software, hardware and IT services companies use the system to fill their pipelines with prospects through their relationship with KnowledgeStorm. The information on KnowledgeStorm sites is presented in a structured format that makes access and comparison easy. This provides the user community with an easy-to-use, single source of information for the technology research and buying process.

KnowledgeStorm offers a variety of product and service offerings to meet specific marketing needs, whether that is to create a steady stream of leads, to generate a burst of leads

over a short time period or to increase brand awareness and exposure. Its programs are CPC- and flat-fee-based.

Bitpipe

www.bitpipe.com



Acquired by Tech Target, this robust white paper directory focuses on aggregating very technical, IT-related information. It is a leading destination for IT professionals who need technology white papers, webcasts, case studies and IT product information. Bitpipe has all the IT information and resources needed to make enterprise IT purchasing decisions.

IT.com

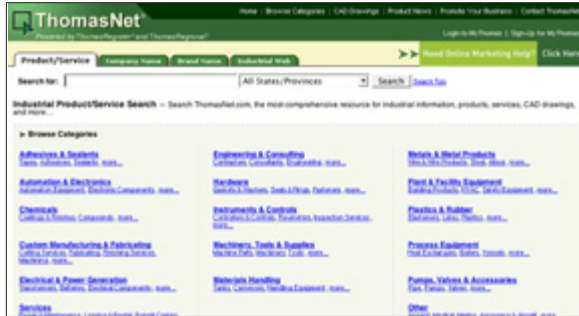
www.it.com

A recent launch (May 2005) that employs a strategy very similar to that of the above companies. A unique difference is the way in which the company has designed its portal, mimicking Google’s simplicity (which many studies have affirmed as a key to Google’s success). CPC and package plans make up its reported advertising model.

MANUFACTURING

ThomasNet

www.thomasnet.com



Another legacy publisher that has moved to the Web with some success, the Thomas Directory has a long history (nearly 100 years) in the publishing industry and among industrial buyers. This launch replaces the printed directory, which ceased operation earlier this year. Its anniversary is certain to be a milestone date in the b-to-b media world.

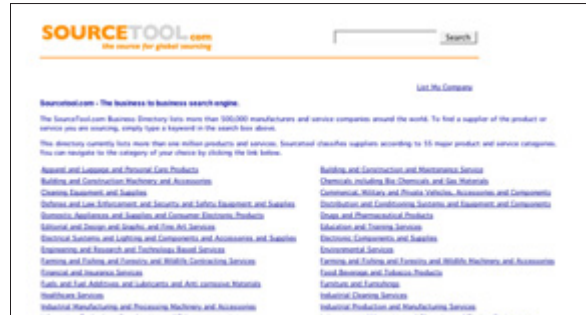
ThomasNet is an industrial directory of manufacturers, industrial suppliers and distributors, and it provides a host of utilities for the procurement agent in a broad cross section of industries. The enterprise was created in partnership with FindWhat, a very savvy affiliate network firm based in New York.

Advertising opportunities are numerous. The company distributes advertisements throughout its vast network of high-quality distribution partners, or affiliate network members. This is similar, actually, to Google's business model.

(Google sits inside abcnews.com or ibm.com and drives traffic to the Google search network.) One pays only for actual traffic delivered to one's site based on categories and/or phrases chosen. CPC is the dominant model and, as with Google Adwords and Overture, advertisers can buy words through a Web order entry system and then self-manage their own campaigns.

SourceTool

www.sourcetool.com



SourceTool.com's business directory lists more than 500,000 manufacturers and service companies around the world. To find a supplier of a product or service, users need only type a keyword in the site search box. SourceTool classifies suppliers according to 55 major categories, and its directory lists more than 1 million products and services.

SourceTool.com is a free business-to-business search engine and does not sell advertising. However, Google advertisers do appear on its pages, and the company receives a revenue share from click-throughs.

CHEMICAL INDUSTRY

ChemIndustry.com

www.chemindustry.com



ChemIndustry.com is the leading comprehensive directory and search engine for chemical (and related) industry professionals. Its databases of Web sites include more than 45,000 chemical industry-related entities and contain the full text of millions of pages. ChemIndustry.com provides specialized search services for chemical names, jobs, consultants and market research.

ChemIndustry.com provides advertisers with targeted advertising programs. It offers a variety of CPC and flat-fee advertising packages. Serving more than 2.5 million searches per month, ChemIndustry.com is probably the most visited chemical industry-related site on the Web.

ENGINEERING FIELD

GlobalSpec

www.globalspec.com



Certainly one of the most respected and successful of the vertical search engines, GlobalSpec was started nearly seven years ago by several GE executives and was funded by private equity firm Warburg Pincus. Its mission is to provide the entire engineering community with a parametric search tool for the procurement process. Clearly, this search system is highly detailed and well thought out. It has extended its range of content offering by indexing white papers, companies and other product information, and by arranging content partnerships and distribution deals with legacy-based publishers.

GlobalSpec has more than 2.5 million registered engineers, an astounding number compared to the aggregate circulation and Web site audiences of resident trade publishers in the space. Advertising programs include flat-fee sponsorships that include listing products within the search engine (paid inclusion at its extreme), SEO services and sponsored links. Recently, GlobalSpec introduced a CPC plan: For \$3,000 an advertiser gets 3,000 clicks, no matter the time frame.

ICMaster

www.icmaster.com



Hearst's workhorse in the electronic engineering industry is a parametric search engine that allows electrical engineers to compare and procure components and parts for design projects. With more than 50 million parts and 6,000 manufacturers cataloged, one can investigate companies and data sheets and view side-by-side part comparisons. One can also source article archives from magazine brands *Electronic Products* and *EEM*. The site has no external search capabilities and is currently competing with GlobalSpec's electrical engineering segment, among others.

Advertising opportunities include the option to buy flat-fee banner ads. A new CPC program is due soon.

SEMICONDUCTOR FIELD

Semiconductor Applications

www.semiconductorapplications.com



This new Hearst Electronics Group search tool for the semiconductor industry launched on July 1, 2005. It is a resource for engineers to research components, white papers and other relevant technical information for all semiconductor-embedded technology products. Primarily, this is a directory with no "external Web" content. No audience figures are available and advertising programs range from flat-fee sponsorships to CPM/CPC sponsored links.

SCIENTIFIC MARKET

Scirus

www.scirus.com



Scirus, from Elsevier Medical Media, is the most comprehensive science-specific search engine on the Internet. Scirus searches more than 200 million science-specific Web pages, enabling a scientist to:

- Pinpoint scientific, scholarly, technical and medical data on the Web.
- Find the latest reports, peer-reviewed articles, patents, preprints and journals that other search engines miss.
- Offer unique functionalities designed for scientists and researchers.

Scirus focuses only on Web sites containing scientific content, including university Web sites and author homepages. In addition, it searches both free and journal sources, covering more than 167 million science-related pages from the Web and sources like ScienceDirect, MEDLINE and BioMed Central.

Scirus received the Best Specialty Search Engine award from Search Engine Watch in 2001 and 2002 and the Best Directory or Search Engine Website WebAward from the Web Marketing Association in 2004.

Advertising opportunities are confined to traditional flat-fee or CPM-based banner ad programs. No keyword-prompted opportunities exist.

LIFE SCIENCES

Biocompare

www.biocompare.com



Biocompare is a leading global media company informing and connecting buyers, users and sellers of life science products. It combines in-depth knowledge of life science products and technologies with the power of the Internet. Biocompare offers a dynamic, relevant and media-based marketplace for life science information. Channels include a buyer's guide for life scientists, a dedicated life science news site and a heavy focus on new technologies.

Biocompare's marketing channels offer its partners exposure and response when promoting products. Product-specific leads are provided in monthly lead reports twice a week. Other offerings include:

- Product Listings, which place products throughout the entire Biocompare network in logically organized, easy-to-locate product categories.
- Permission Email List Rentals: Through Biocompare, scientists "opt" to receive product information, announcements and offers via email from third parties. Advertisers can rent this targeted "opt-in" email list.

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- A Product Launch Package which integrates multiple channels and generates leads. This can include Permission Email List Rental, Flash™ Ads, New Technology Announcements, Email Newsletter Sponsorships and more. Each product launch package is customized to fit the product promoted.

All advertising opportunities are of a flat-fee variety.

RETAIL-WHOLESALE INDUSTRY

Go Wholesale

www.gowholesale.com



This site is open to both the consumer and retail businesses or to other wholesaler operators. More than 220,000 businesses buy off of its platform. Go Wholesale may be competitive to eBay and is certainly a player in this niche. *Entrepreneur* magazine ranked Go Wholesale as America's fourth fastest-growing business last year. Powered by its own technology, it is a matchmaker between liquidators and buyers; furthermore, now companies can buy keyword-prompted advertising listings on a cost-per-click basis. Starting at a minimum of 10 cents per click, it is a bidding model like Google's and can be administered online by the

marketer (with credit card in hand).

We've noted an interesting feature—a list of top search terms—on some general search engines and now in some vertical search engines. For example:

Top search terms on Go Wholesale for March 23, 2006 were: Clothing, electronics, drop ship, wholesale, furniture, refurbished, jewelry and closeout.

CONSTRUCTION INDUSTRY

Reed Construction Data

www.reedconstructiondata.com



This directory's mission is to provide contractors and tradesmen an opportunity to search projects and bid their services. Reed Construction Data formed an alliance with ConstructionJobs.com to create an online employment resource for the construction, design and building industries.

Reed's Construction Employment Center enables job seekers to search hundreds of job opportunities across the country and to register their resumes for free. It also enables employers to post open positions to an established job board platform for maximum exposure to targeted candidates.

Advertising opportunities range from flat-fee banner programs to CPM-based sponsorships.

Ebuild

www.ebuild.com



Hanley Wood's Ebuild is a comprehensive, interactive catalog that allows the builder to research and compare construction and home improvement products. One can browse by product, article and company. This is the most visited directory in the category and certainly the most comprehensive one. It is also embedded as a search tool in the entire portfolio of Hanley Wood's magazine Web sites such as Builder Online, Residential Architect Online and Remodeling Online.

While the publisher has created a very deep archive of articles and companies, there has been no attempt to harvest external Web content. Advertising opportunities range from CPM banner programs to keyword- and category-based flat-fee sponsored links.

Dodge Reports

www.dodge.construction.com

This is McGraw-Hill's longtime print directory brought to the Web. Dodge Reports provides the information a contractor needs to prepare a bid or to enter negotiations. The detailed project information enables that contractor to sell his or her products or services. One may tailor the service to see only those projects relevant to specific geography, project types and stages of construction one works in.

LEGAL FIELD

FindLaw

www.findlaw.com



Westlaw's legal search engine is called FindLaw's Legal Professionals Channel, and it is designed to address attorneys' practice-specific legal information needs. One may browse the practice area topics for the latest legal news, case law and analytical articles relevant to one's practice. FindLaw's online resources also allow one to search for a case or to research an attorney.

Overall, FindLaw's general site claims 4 million unique monthly visitors; its b-to-b site sees more than 2 million unique monthly visitors. Various advertising programs are available, from CPM to CPC, but no keyword-driven opportunities exist today.

GENERAL MANUFACTURING SEARCH ENGINE NETWORKS

ReedLink

www.reedlink.com



KellySearch

www.kellysearch.com



ReedLink is the manufacturing product search engine of Reed Business Information (formerly Cahners), a longtime publisher of editorial content and product information for the manufacturing industry. Reed Business Information has created a proprietary database comprising thousands of manufacturing products in the most important categories.

The exact specifications of each product in the database have been cataloged, allowing users to search for the exact product they need based on extremely specific criteria. This parametric search functionality ensures that users will receive the most relevant search results—products that meet their exact needs. ReedLink, as a key component of Reed Business Information’s Internet strategy, will be heavily marketed to the entire manufacturing marketplace through a variety of media, including:

- All Reed Business Information manufacturing magazines, newspapers, Web sites, newsletters and direct-mail databases—more than 2.7 million unique manufacturing industry professionals who specify, recommend and buy products for their respective companies.
- Reed’s manufacturing industry search directory (through integration with Kelly Search), which receives more than 18 million manufacturing-related searches a month.

It will be interesting to see how Reed’s newest foray does in the market. In its efforts to become an Internet player, the company has had multiple failures, including Manufacturers Net and the acquisition of eLogic. First impressions indicate, however, that ReedLink is delivering a solid user experience.

Advertising opportunities currently posted revolve around the package concept. In summary, a “marketing partner” receives:

- Enhanced Company Profiles (on ReedLink and Kelly Search), promoting products and services.
- Enhanced Product and Company Listings (on ReedLink and Kelly Search), including sort-to-the-top positioning and deep links into marketers’ Web site product pages.

- Reed Leads, a proprietary lead center that captures fully contactable and non-contactable leads.
- Enhanced Virtual Catalogs that allow users to view all of a marketer's products.
- Partner Add-Ons, which allow association of the company's white papers, spec sheets, product announcements, photos and videos with specific products in the ReedLink database.
- Participation in ReedLink's two new newsletters: the *ReedLink Product Showcase* and the *ReedLink Manufacturing eWire*.

BNP Media LINX

www.bnpmedralinx.com



BNP Media LINX is a robust b-to-b search engine powered by Google that crawls across all BNP Media publications. Relevant text or image ads are delivered through search engine results and in context throughout all BNP Media publication Web sites. Advertisers choose keywords/key phrases that are key to delivering potential customers to their site, and they can launch campaigns for \$3 per click. No bidding.

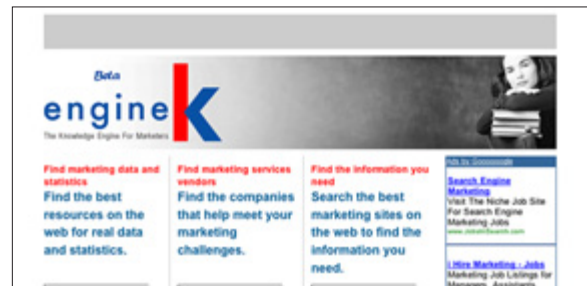
SEARCHCHANNEL INSTALLATIONS

SearchChannel and its technology partner, Planet Discover, have developed a variety of industry search engines in the last year and will be launching several more in the b-to-b space. From the actual building of the search engine to audience acquisition and marketing to the industry's constituents, SearchChannel is a key partner of traditional media companies that are using their content repositories, resident industry company directories and their own unique editorial filters, all of which offer the key to relevance for the search user and advertiser.

MARKETING FIELD

EngineK

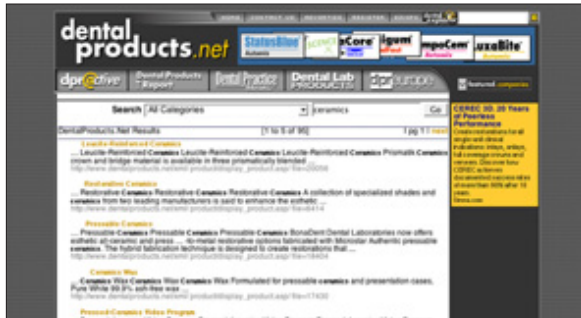
www.enginek.com



SearchChannel's EngineK is the first and only search engine for the b-to-b marketing and media industry. The search engine provides marketing professionals with comprehensive information divided into three main categories: data and statistics, vendors and editorial content from magazines, blogs and association sites.

HEALTHCARE FIELD

DentalProducts.net
www.dentalproducts.net



This is the first and most robust search engine in the professional dental market. The search engine catalogs most of Advanstar Dental Media's archives, suppliers, associations and all external Web content related to this industry. Users can search by keyword or category, and may also do micro-searches by keyword on specific supplier sites featured in the organic results field.

The unique visitor count per month is 150,000 and growing. Many dentists have also downloaded a "Google-like" toolbar that sits on their desktops 24/7. The company will be launching a dental care search engine for the consumer soon, and helping them do that is a growing network of dentist Web sites that embed the DPRactive Search box.

Advertising opportunities include flat-fee category and keyword sponsorships.

VetMedSearch
www.vetmedsearch.com



This search engine is the only one of its kind in this burgeoning marketplace. More than 3,000 companies and years of archives are contained in its database. It includes extensive medical information and an exhaustive list of white papers and is updated weekly. The site receives more than 150,000 unique visitors per month and its user base continues to expand. Due to its success, it intends to launch a pet care consumer search engine in the fall.

VetMed has also launched an affiliate network and buys keywords on Google to push traffic down to its site. Advertising programs include flat-fee sponsorships that bundle keywords and enhanced listings. Marketers will soon be able to buy through a system similar to Google Adwords.

FOOD PROCESSING

MeatNews.com

www.meatnews.com



MeatNews.com is a search engine devoted to the \$10 billion meat processing industry. Its content includes internal archives, the most comprehensive supplier database in the industry and an external Web component. SearchChannel has harvested relevant industry content from the entire Web through its patented process and houses it within this search platform. Advertising programs include flat-fee keyword buys from \$500 per month, as well as enhanced listings embedded within the organic results field for a quarterly fee. A macro agribusiness search engine is planned that will cover farming, specialty agriculture, produce, animal and international segments of this massive industry.

HUMAN RESOURCES

CertMag

www.certmag.com



CLOmedia

www.clomedia.com



These search engines sit on all of Mediatec Publishing's portfolio sites and focus on the IT continuing education or "work force development" market. This search will feature archival content as well as external search content. In addition, there is a search function that taps into white papers and paid content registration.

CONSUMER ELECTRONICS

InsideCE

www.insideCE.com



Capable Networks, a Web-only media company, has the first such engine in the consumer electronics industry. It focuses primarily on the professional side of the business. It catalogs all the magazine association and labor-related content relevant to the industry as well as the vendors supplying the retail and installation segments. Affiliate partners include CE-Pro and the Consumer Electronics Association.

LANDSCAPE ARCHITECTURE

GreenSeeker

www.green-seeker.com

Questex Media is a business-to-business media company that serves multiple markets, including the landscape industry. The company's GreenSeeker search engine targets landscape and turf professionals looking for products, news and supplies, and it features both archival and external Web content.

AGRICULTURAL

AgWeb Search

www.agwebsearch.com

Farm Journal Media is the nation's leading agricultural media company, with print properties that include *Farm Journal*, *Top Producer*, *Beef Today* and *Dairy Today*, and with online property AgWeb.com. In March 2006, the company launched the first search engine focused solely on the b-to-b agriculture market. AgWeb Search aggregates all of Farm Journal Media's archival content and all relevant external Web content. The search engine distinguishes itself through a one-module design, where archival content weighs no more heavily in the engine's search algorithm than external Web content.

Company Profiles

SearchChannel

SearchChannel is an e-media consultancy and an applications services provider that specializes in developing relevant and focused search engines for a variety of trade, enthusiast, community-based and locally focused media companies. Its array of services includes creating go-to-market advertising programs and providing marketing services to create a new, high-margin publishing platform. For more information, contact SearchChannel at 888-617-6722 or go to www.searchchannel.biz.



Slack Barshinger

Slack Barshinger is an integrated marketing communications firm that works exclusively with business-to-business marketers to build strong brands and efficiently identify, create and grow profitable customers. The firm's 80-person staff works to build solutions-neutral programs that deliver predictable ROI. The agency's principal clients



include Aon, CareerBuilder.com, Dairy Management Inc., Diebold, eBay, FedEx, Grainger, Hoffman, LexisNexis, Mastertaste, PACK EXPO, PayPal, Tellabs and Underwriters Laboratories. For more information, contact Slack Barshinger at 800-888-6197 or go to www.slackbarshinger.com.

Planet Discover

Planet Discover is a leading provider of search and advertising technologies to publishers. Planet Discover's integrated search solutions provide unified results from multiple, targeted, relevant content sources. Its technologies manage structured and unstructured information that exists within multiple systems so its clients provide the best source of information. The company's advertising systems enable publishers to leverage their assets and build profitable revenue streams. For more information, contact Planet Discover at 859-392-3100 or go to www.planetdiscover.com.

