

Guitarbench was created as an independent source of information about all aspects of guitars- without the boundaries of mainstream media. From the various tonewoods to building techniques all the way to accessories and guitar lessons, we have hundreds of articles to suit the player, collector or gearhead. Guitarbench.com also gives luthiers and players an outlet to share their experiences and techniques. In doing so, Guitarbench.com becomes a resource for artists and fans to interact and share with the wider guitar community.

Guitarbench is gaining the reputation of a respected publication/ resource with multiple professionals and enthusiasts choosing to reference our articles and utilize our instrument database for research and pleasure.

Advertising rates and enquiries here: terence@guitarbench.com

Artistry: Luthiers (Reputable luthiers interviewed)

Alberico, Fabrizio (Alberico Guitars, Canada)	Lucas, Adrian (Lucas guitars, UK)
Barnett, Kris (Barnett Guitars, USA)	Marreiros, Peter (Cornerstone guitars, USA)
Batson, Grant and Cory (Batson Guitars, USA)	McKnight, Tim (McKnight Guitars, USA)
Beneteau, Marc (Beneteau Guitars, Canada)	Miller, Ken (Miller Guitars, USA)
Blueberry Guitars (Bali, Indonesia)	Muiderman, Kevin (Muiderman Guitars, USA)
Brondel, Laurent (Brondel Guitars, USA)	Posch, Leo (Wildflower Guitars, USA)
Brunner, Lukas (Brunner Guitars, Switzerland)	Proulx, Mario (Proulx Instruments, Canada)
Curran, Buck (Curran Instruments, USA)	Prohaszka, Balazs (Prohaszka Guitars, Hungary)
Dudenbostel, Lynn (Dudenbostel Instruments, USA)	Robinson, Larry (Robinson Inlays, USA)
Dunwell, Alan (Dunwell Instruments, USA)	Ryan, Kevin (Ryan Guitars, USA)
Forster, Nigel (NK Forster Instruments, UK)	Sanzone, Charles (Sanzone Instruments, USA)
Green, Aaron (Aaron Green Guitars, USA)	Sheppard, Gerald (Sheppard Guitars, USA)
Hall, Kevin (Timberline, Canada)	Stansell, Les (Stansell Guitars, USA)
Kinnaird, John (John Kinnaird guitars, USA)	Thant Cam Instruments (Vietnam)
Kinnaird, Stephen (Stephen Kinnaird guitars, USA)	Wingert, Kathy (Wingert Guitars, USA)
Klassen, Tony (New Era guitars, USA)	Wipplecreek, Terry (Wipplecreek Guitars, USA)
Klein, Edward (Edward Klein guitars, USA)	Worland, Jim (Worland Guitars, USA)

Artistry: Players (Reputable luthiers interviewed)

Baughman, Steve
Bonfield, Ken
Clark, Liz
Doughty, Tom
Emery, Anton
Gougourelas, Yiannis
Halter, Ernie
Jones, Ffred

Kaufman, Steve
Landsberg, Ida
McNally, Shannon
Molinari, Peter
Moss, Jason
Ruskin, Rick
Slankard, Megan

Advertisers

RC Tonewoods
Alaska Specialty Woods
Cornerstone Guitars
Goodacoustics

Events (Organised by Guitarbench.com)

A poster for the Singapore Guitar Show 2010. The background is black. In the center, a light-colored wooden guitar body is shown, resting on a wooden surface. The guitar has a decorative, ornate soundhole. The text is written in a white, handwritten-style font. The text reads: "Singapore Guitar Show 2010", "Suntec Convention Centre", "Oct 2-3 2010", "Rooms 325-6", "10am-6pm". At the bottom left, it says "Sponsored by: guitarbench.com" and "www.singaporeguitarshow.com".

Singapore Guitar Show 2010

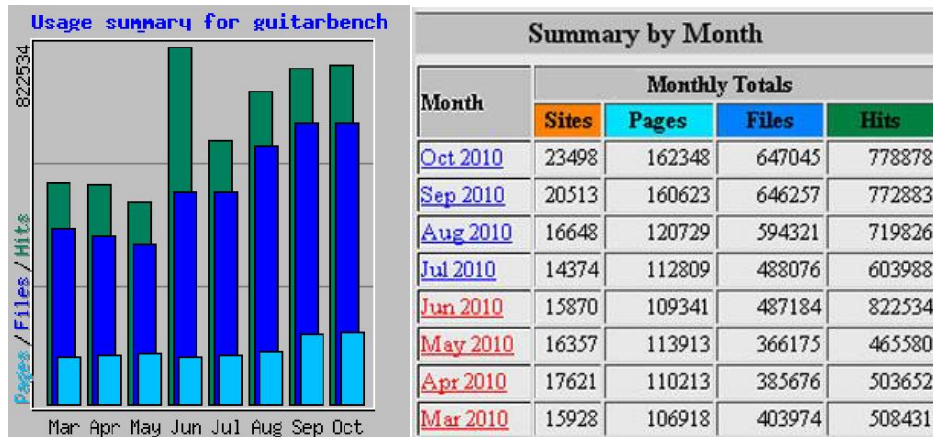
Suntec Convention Centre
Oct 2-3 2010
Rooms 325-6
10am-6pm

Sponsored by: guitarbench.com
www.singaporeguitarshow.com

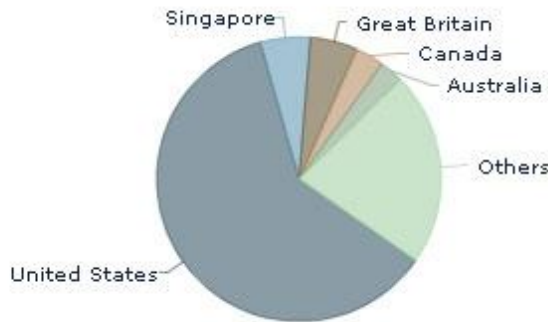
Summary:

Guitarbench has been steadily growing over the 2 years we have been online. We currently draw between 600,000 to 800,000 hits/readers per month. This figure is projected to double over 2011.

Compiled from webalizer, piwik and statscounter from guitarbench.com

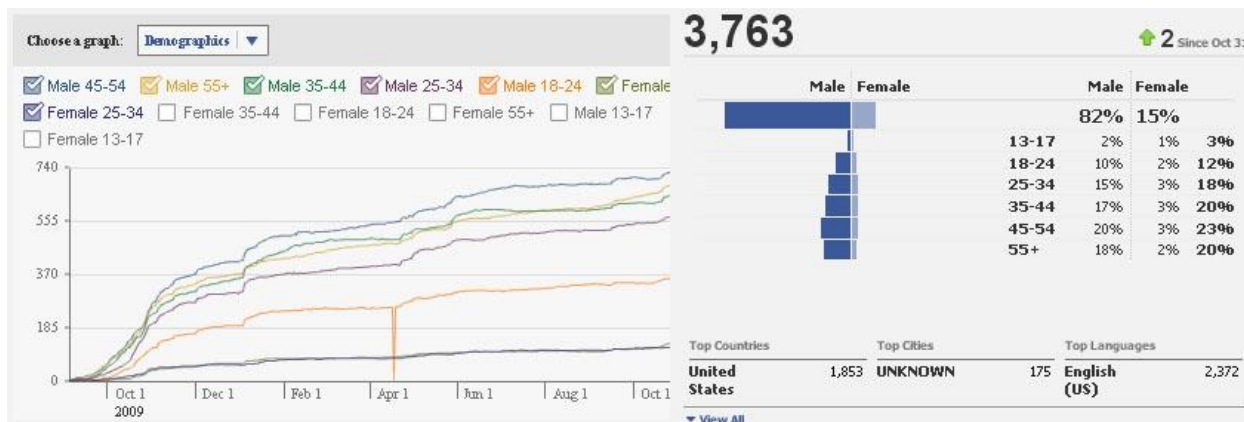


Our reach is global with the majority of our readership based in the US and also good inroads into other important markets- Europe, Canada, Australia and Asia.



www.guitarbench.com on facebook (tracking our demographic)

The guitarbench.com facebook page links to the majority of our articles. We can use facebook to determine our readers' demographic. We primarily cater to the 25 predominantly male, 54 age group.



www.guitarbench.com (case studies)

Alaska Speciality Woods (hit rate case study)

Alaska Speciality Woods started advertising with us from November 2009. In a few short months, the hit rate on the banner was already 13,718 *just for the month of March alone*. In fact, on average, the Alaska Speciality Woods banner was clicked 15,000 time per month. The highest monthly hits were 18,844 in June 2010 and the lowest 12,597 in October 2010, reflecting the seasonal changes in browsing behavior.

Stats from webalizer from guitarbench.com

Top 10 of 2415 Total URLs for March 2010					
#	Hits		KBytes	URL	
1	13972	2.75%	2047121	11.57%	/wp-content/themes/atahualpa/images/header/guitarbenchheaderthin.jpg
2	13718	2.70%	1614998	9.13%	/Images for articles/advertising/alaska.jpg
3	2300	0.45%	928609	5.25%	/Images for articles/aaron green/14.jpg
4	257	0.05%	805072	4.55%	/Images for articles/aaron green/Largo E Mesto.mp3
5	17537	3.45%	803927	4.54%	/wp-includes/js/jquery/jquery.js
6	314	0.06%	443768	2.51%	/Wallpaper/unfinished2.jpg
7	13691	2.69%	437599	2.47%	/Images for articles/advertising/goodacoustics.jpg
8	14854	2.92%	409470	2.31%	/
9	2202	0.43%	373493	2.11%	/Images for articles/aaron green/4.jpg
10	2213	0.44%	363345	2.05%	/Images for articles/aaron green/5.jpg

Top 10 of 3296 Total URLs for June 2010					
#	Hits		KBytes	URL	
1	19273	2.34%	359295	1.94%	/Images for articles/advertising/goodacoustics.jpg
2	18844	2.29%	1278491	6.92%	/Images for articles/advertising/alaska.jpg
3	18272	2.22%	88389	0.48%	/Images for articles/rss.png
4	18217	2.21%	9718	0.05%	/wp-content/themes/atahualpa/images/magnifier2-gray.gif
5	16587	2.02%	6731	0.04%	/wp-content/plugins/add-to-any/icons/digg.png
6	16566	2.01%	7294	0.04%	/wp-content/plugins/add-to-any/icons/technorati.png
7	16535	2.01%	11343	0.06%	/wp-content/plugins/add-to-any/icons/google.png
8	16513	2.01%	9547	0.05%	/wp-content/plugins/add-to-any/icons/buzz.png
9	16458	2.00%	10760	0.06%	/wp-content/plugins/add-to-any/icons/twitter.png
10	16445	2.00%	6260	0.03%	/wp-content/plugins/add-to-any/icons/facebook.png

Jack Spira Guitars (links case study)

Jack Spira is a builder who kindly helped us out by writing one article and providing some quotes for our various databases. He has no banners and these are simple links at the end of the articles yet this is the effect:

March 2009 shows our referral rate around when the articles were first published.

December 2009 is 9 months down the line

May 2010 shows that the referrals are a lasting effect and even increases with time.

Stats from webalizer from jackspiraguitars.com

Usage Statistics for jackspiraguitars.com

Summary Period: March 2009

Generated 01-Apr-2009 02:59 CDT

Top 10 of 205 Total Referrers		
#	Hits	Referrer
1	3901	- (Direct Request)
2	475	http://guitarbench.com/index.php/2008/09/21/australian-tonewoods-by-jack-spira/
3	207	http://images.google.com/imgres
4	105	http://www.google.com.au/search
5	71	http://guitarbench.com/index.php/2008/09/17/western-sheoak-tonewood-database/
6	65	http://www.google.com/search
7	49	http://images.google.co.uk/imgres
8	39	http://images.google.ca/url
9	35	http://images.google.com.au/imgres
10	35	http://www.acousticguitarforum.com/forums/showthread.php

Usage Statistics for jackspiraguitars.com

Summary Period: December 2009

Generated 01-Jan-2010 02:31 EST

Top 10 of 198 Total Referrers		
#	Hits	Referrer
1	3943	- (Direct Request)
2	637	http://guitarbench.com/index.php/2008/09/21/australian-tonewoods-by-jack-spira/
3	187	http://images.google.com/imgres
4	179	http://guitarbench.com/index.php/2008/09/02/australian-blackwood-tonewood-database/
5	74	http://guitarbench.com/index.php/2008/09/17/western-sheoak-tonewood-database/
6	61	http://www.google.com.au/search
7	42	http://guitarbench.com/index.php/2009/05/10/jack-spira-ditson-style-guitar-build-diary/
8	37	http://www.google.com/search
9	24	http://images.google.com.au/imgres
10	23	http://images.google.co.uk/imgres

Usage Statistics for jackspiraguitars.com

Summary Period: May 2010

Generated 25-May-2010 02:27 CDT

Top 30 of 218 Total Referrers		
#	Hits	Referrer
1	4909	- (Direct Request)
2	545	http://www.guitarbench.com/2008/09/21/australian-tonewoods-by-jack-spira/
3	145	http://www.google.com.au/search
4	129	http://translate.googleusercontent.com/translate_c
5	123	http://www.guitarbench.com/2008/09/02/australian-blackwood-tonewood-database/
6	121	http://www.google.com/imgres
7	109	http://www.melbourneguitarmakersfestival.com/guitar_makers_festival_main_page.htm
8	107	http://webcache.googleusercontent.com/search
9	83	http://www.guitarbench.com/specials/jack-spira-ditson-style-build-diary/
10	64	http://www.google.com.au/imgres