

## Complimentary Industry Report Offer

### Understand what works in your industry category!

Hitwise is pleased to bring you this event to recognise the most popular websites in the country, we would also like to leave you with some material which will give you a thorough insight as to what works online in your industry. To do this, Hitwise is giving each delegate the opportunity to register for a complimentary Hitwise Industry Report of their choice.

### About your complimentary Hitwise Industry Report:

The Hitwise Industry Report is a monthly report that provides a concise analysis of market trends in any one of Hitwise's 160+ industry categories. The report includes insights on the competitive environment of an industry using a range of competitive intelligence tools. Key analysis and metrics provided are: Rankings, Clickstream Analysis, Search Engine Traffic Analysis, Traffic to International Websites Analysis, Demographic Profiles and Top Search Terms that have successfully driven traffic to a website.

To accept this offer, simply visit [www.hitwise.com/awardsnight](http://www.hitwise.com/awardsnight) and complete your details. Your report will be created and delivered over the following 7 working days.



## Meet With a Hitwise Representative

**Hitwise Competitive Intelligence Service:** Increase the impact of your online performance reporting, search marketing, online advertising, and affiliate programs today!

If you are interested in meeting one of Hitwise's representatives to discuss how your business can benefit from one or both of the following services, please contact Hitwise on 0800 HITWISE or at [rebecca.hannon@hitwise.com](mailto:rebecca.hannon@hitwise.com).

2006 Awards Sponsors



**\* Disclaimer**

Please be advised that the period for which the 2006 Hitwise New Zealand Online Performance Awards have been calculated covers the period January 1st, 2006 through to October 3rd, 2006.

the  
hitwise  
new zealand  
online  
performance  
awards

# The 2006 Winners

The Hitwise New Zealand Online Performance Awards celebrate the #1 websites in over 160 industries for 2006. This unique awards program recognises excellence in online performance through public popularity.

### Methodology

Measuring the largest number of websites and local Internet users of its kind throughout the course of the year\*, Hitwise supplies results through its unique collection methodology which has been audited by PricewaterhouseCoopers. Because Hitwise obtains Internet usage data directly from ISP's, the online businesses presented in this award ceremony have no need to apply in order to win.

Hitwise would like to congratulate the following businesses on their success and on being the most popular website in their category for 2006.

Category	Website	Category	Website	Category	Website
<b>Automotive</b>		<b>Entertainment</b>		<b>Music</b>	
- Classifieds	<a href="http://www.autotrader.co.nz">www.autotrader.co.nz</a>	- Animation and Comics	<a href="http://www.graphicnovelcafe.co.nz">www.graphicnovelcafe.co.nz</a>	- Bands and Artists	<a href="http://www.goodnightnurse.com">www.goodnightnurse.com</a>
- Dealerships	<a href="http://www.autoselect.co.nz">www.autoselect.co.nz</a>	- Arts	<a href="http://www.tepapa.govt.nz">www.tepapa.govt.nz</a>	- Companies	<a href="http://www.clubbizarre.co.nz">www.clubbizarre.co.nz</a>
- Manufacturers	<a href="http://www.ford.co.nz">www.ford.co.nz</a>	- Books and Writing	<a href="http://www.bookcouncil.org.nz">www.bookcouncil.org.nz</a>		
- Motorcycling	<a href="http://www.kiwibiker.co.nz">www.kiwibiker.co.nz</a>	- Competitions	<a href="http://www.winstuff.co.nz">www.winstuff.co.nz</a>	<b>News and Media</b>	
- Motorsport	<a href="http://www.waikarakapark.com">www.waikarakapark.com</a>	- Gambling	<a href="http://www.tab.co.nz">www.tab.co.nz</a>	- IT Media	<a href="http://www.netguide.co.nz">www.netguide.co.nz</a>
- Recreation	<a href="http://www.nzhondas.com">www.nzhondas.com</a>	- Games	<a href="http://www.telecomvirtualrugby.co.nz">www.telecomvirtualrugby.co.nz</a>	- Print	<a href="http://www.nzherald.co.nz">www.nzherald.co.nz</a>
		- Humour	<a href="http://www.comedy.co.nz">www.comedy.co.nz</a>	- Weather	<a href="http://www.metservice.co.nz">www.metservice.co.nz</a>
<b>Aviation</b>		- Mobile Phones	<a href="http://xtra.co.nz/mobile">xtra.co.nz/mobile</a>		
- Commercial Airlines	<a href="http://www.airnz.co.nz">www.airnz.co.nz</a>	- Movies	<a href="http://www.skycitycinemas.co.nz">www.skycitycinemas.co.nz</a>	<b>Shopping and Classifieds</b>	
		- Nightlife	<a href="http://www.biggie.co.nz">www.biggie.co.nz</a>	- Apparel and Accessories	<a href="http://www.ezibuy.co.nz">www.ezibuy.co.nz</a>
<b>Business and Finance</b>		- Performing Arts	<a href="http://www.creativenz.govt.nz">www.creativenz.govt.nz</a>	- Appliances and Electronics	<a href="http://www.dse.co.nz">www.dse.co.nz</a>
- Accountancy	<a href="http://www.myob.co.nz">www.myob.co.nz</a>	- Personalities	<a href="http://www.radiohick.co.nz">www.radiohick.co.nz</a>	- Auctions	<a href="http://www.trademe.co.nz">www.trademe.co.nz</a>
- Agricultural	<a href="http://www.fencepost.com">www.fencepost.com</a>	- Photography	<a href="http://www.digitalmax.co.nz">www.digitalmax.co.nz</a>	- Automotive	<a href="http://www.magandturbo.com">www.magandturbo.com</a>
- Banks and Financial Institutions	<a href="http://www.fastnet.co.nz">www.fastnet.co.nz</a>	- Radio	<a href="http://www.radionz.co.nz">www.radionz.co.nz</a>	- Books	<a href="http://www.realgroovy.co.nz">www.realgroovy.co.nz</a>
- Book Publishers	<a href="http://www.learningmedia.co.nz">www.learningmedia.co.nz</a>	- Television	<a href="http://www.tvnz.co.nz">www.tvnz.co.nz</a>	- Classifieds	<a href="http://www.sellmefree.co.nz">www.sellmefree.co.nz</a>
- Building and Construction	<a href="http://www.resene.co.nz">www.resene.co.nz</a>	- Wrestling	<a href="http://www.nzpwi.co.nz">www.nzpwi.co.nz</a>	- Computers	<a href="http://www.dse.co.nz">www.dse.co.nz</a>
- Business Directories	<a href="http://www.whitepages.co.nz">www.whitepages.co.nz</a>			- Department Stores	<a href="http://www.thewarehouse.co.nz">www.thewarehouse.co.nz</a>
- Business Information	<a href="http://www.companies.govt.nz">www.companies.govt.nz</a>	<b>Food and Beverage</b>		- Flowers and Gifts	<a href="http://www.redballoondays.co.nz">www.redballoondays.co.nz</a>
- Employment and Training	<a href="http://www.seek.co.nz">www.seek.co.nz</a>	- Brands and Manufacturers	<a href="http://www.nestle.co.nz">www.nestle.co.nz</a>	- Grocery and Alcohol	<a href="http://www.woolworths.co.nz">www.woolworths.co.nz</a>
- Freight and Storage	<a href="http://www.nzpost.net.nz">www.nzpost.net.nz</a>	- Lifestyle and Reference	<a href="http://www.foodinminute.co.nz">www.foodinminute.co.nz</a>	- Health and Beauty	<a href="http://www.avon.co.nz">www.avon.co.nz</a>
- Insurance	<a href="http://www.southerncross.co.nz">www.southerncross.co.nz</a>	- Restaurants and Catering	<a href="http://www.hell.co.nz">www.hell.co.nz</a>	- House and Garden	<a href="http://www.mitre10.co.nz">www.mitre10.co.nz</a>
- IT and Internet	<a href="http://www.itbank.com">www.itbank.com</a>			- Intimate Apparel and Accessories	<a href="http://www.dvce.co.nz">www.dvce.co.nz</a>
- Legal	<a href="http://www.ers.dol.govt.nz">www.ers.dol.govt.nz</a>	<b>Government</b>		- Music	<a href="http://www.realgroovy.co.nz">www.realgroovy.co.nz</a>
- Manufacturing and Industrial	<a href="http://construction.dealsonwheels.co.nz">construction.dealsonwheels.co.nz</a>	- Local	<a href="http://www.aucklandcity.govt.nz">www.aucklandcity.govt.nz</a>	- Office Supplies	<a href="http://www.warehousestationery.co.nz">www.warehousestationery.co.nz</a>
- Primary Industry and Resources	<a href="http://www.heritagegold.co.nz">www.heritagegold.co.nz</a>	- National	<a href="http://www.ird.govt.nz">www.ird.govt.nz</a>	- Rewards and Directories	<a href="http://www.smilecity.co.nz">www.smilecity.co.nz</a>
- Professional Associations	<a href="http://www.rsnz.org">www.rsnz.org</a>			- Sport and Fitness	<a href="http://www.torpedo7.com">www.torpedo7.com</a>
- Property	<a href="http://www.realestate.co.nz">www.realestate.co.nz</a>	<b>Health and Medical</b>		- Toys and Hobbies	<a href="http://www.winkalotts.co.nz">www.winkalotts.co.nz</a>
- Stocks and Shares	<a href="http://www.directbroking.co.nz">www.directbroking.co.nz</a>	- Alternative	<a href="http://www.alternativehealth.co.nz">www.alternativehealth.co.nz</a>	- Video and Games	<a href="http://www.realgroovy.co.nz">www.realgroovy.co.nz</a>
- Telecommunications	<a href="http://www.telecom.co.nz">www.telecom.co.nz</a>	- Health Insurance	<a href="http://www.southerncross.co.nz">www.southerncross.co.nz</a>	- Wholesale and Relationship Sales	<a href="http://www.avon.co.nz">www.avon.co.nz</a>
- Utilities	<a href="http://www.genesisenergy.co.nz">www.genesisenergy.co.nz</a>	- Hospitals	<a href="http://www.thcl.co.nz">www.thcl.co.nz</a>		
<b>Community</b>		- Information	<a href="http://www.everybody.co.nz">www.everybody.co.nz</a>	<b>Sports</b>	
- Humanitarian	<a href="http://www.worldvision.org.nz">www.worldvision.org.nz</a>	- Organisations	<a href="http://www.medsafe.govt.nz">www.medsafe.govt.nz</a>	- Athletics	<a href="http://www.athletics.org.nz">www.athletics.org.nz</a>
- Organisations	<a href="http://www.spcanet.org.nz">www.spcanet.org.nz</a>	- Paramedical and Ancillary	<a href="http://www.nursingcouncil.org.nz">www.nursingcouncil.org.nz</a>	- Basketball	<a href="http://www.basketball.org.nz">www.basketball.org.nz</a>
		- Pharmaceutical and Medical Products	<a href="http://www.colgatesensitive.co.nz">www.colgatesensitive.co.nz</a>	- Cricket	<a href="http://www.nzcricket.co.nz">www.nzcricket.co.nz</a>
<b>Computers and Internet</b>		- Pharmacies	<a href="http://www.pharmacydirect.co.nz">www.pharmacydirect.co.nz</a>	- Cycling	<a href="http://www.vorb.org.nz">www.vorb.org.nz</a>
- E-Greetings	<a href="http://ecards.nzoom.com">ecards.nzoom.com</a>	- Primary and Specialist	<a href="http://www.rnzcp.org.nz">www.rnzcp.org.nz</a>	- Fantasy	<a href="http://www.telecomvirtualrugby.co.nz">www.telecomvirtualrugby.co.nz</a>
- Electronics	<a href="http://www.sony.co.nz">www.sony.co.nz</a>	- Research	<a href="http://www.hrc.govt.nz">www.hrc.govt.nz</a>	- Fishing	<a href="http://www.fishing.net.nz">www.fishing.net.nz</a>
- Email Services	<a href="http://webmail.xtra.co.nz">webmail.xtra.co.nz</a>	- Wellbeing	<a href="http://www.weightwatchers.co.nz">www.weightwatchers.co.nz</a>	- Golf	<a href="http://www.golf.co.nz">www.golf.co.nz</a>
- Graphics and Clip Art	<a href="http://images.google.co.nz">images.google.co.nz</a>			- Horse Racing	<a href="http://www.hrnz.co.nz">www.hrnz.co.nz</a>
- Hardware	<a href="http://www.ap.dell.com">www.ap.dell.com</a>	<b>Lifestyle</b>		- Motorsport	<a href="http://www.waikarakapark.com">www.waikarakapark.com</a>
- Hosting and Domain Registration	<a href="http://www.iserve.co.nz">www.iserve.co.nz</a>	- Beauty	<a href="http://www.avon.co.nz">www.avon.co.nz</a>	- Olympics	<a href="http://www.olympic.org.nz">www.olympic.org.nz</a>
- Net Communities and Chat	<a href="http://www.olderfriends.co.nz">www.olderfriends.co.nz</a>	- Blogs and Personal Websites	<a href="http://www.kiwiblog.co.nz">www.kiwiblog.co.nz</a>	- Rugby League	<a href="http://www.warriors.co.nz">www.warriors.co.nz</a>
- Paid to Surf	<a href="http://www.smilecity.co.nz">www.smilecity.co.nz</a>	- Childrens sites	<a href="http://www.stickytv.co.nz">www.stickytv.co.nz</a>	- Rugby Union	<a href="http://www.allblacks.com">www.allblacks.com</a>
- Portal Frontpages	<a href="http://xtramsn.co.nz">xtramsn.co.nz</a>	- Dating	<a href="http://www.nzdating.com">www.nzdating.com</a>	- Skateboarding and In-line Skating	<a href="http://www.muckmouth.com">www.muckmouth.com</a>
- Search Engines	<a href="http://www.google.co.nz">www.google.co.nz</a>	- Environment	<a href="http://www.geonet.org.nz">www.geonet.org.nz</a>	- Snow Sports	<a href="http://www.mtruapehu.com">www.mtruapehu.com</a>
- Software	<a href="http://www.symantec.com">www.symantec.com</a>	- Family	<a href="http://www.treasures.co.nz">www.treasures.co.nz</a>	- Soccer	<a href="http://www.soccer2.org.nz">www.soccer2.org.nz</a>
- Web Development	<a href="http://www.web-widgets.net">www.web-widgets.net</a>	- Fashion	<a href="http://www.fashionz.co.nz">www.fashionz.co.nz</a>	- Tennis	<a href="http://www.tennisnz.com">www.tennisnz.com</a>
- Webcams	<a href="http://www.surfcamsbop.co.nz">www.surfcamsbop.co.nz</a>	- Gay and Lesbian	<a href="http://www.gaynz.com">www.gaynz.com</a>	- Watersports	<a href="http://www.surf2surf.com">www.surf2surf.com</a>
		- Hobbies and Crafts	<a href="http://stamps.nzpost.co.nz">stamps.nzpost.co.nz</a>	- Yachting and Boating	<a href="http://www.tradeboat.co.nz">www.tradeboat.co.nz</a>
<b>Education</b>		- House and Garden	<a href="http://www.mitre10.co.nz">www.mitre10.co.nz</a>		
- Institutions	<a href="http://www.auckland.ac.nz">www.auckland.ac.nz</a>	- New Age	<a href="http://www.123numerology.com">www.123numerology.com</a>	<b>Travel</b>	
- Reference	<a href="http://www.tki.org.nz">www.tki.org.nz</a>	- Pets and Animals	<a href="http://www.nzhorses.co.nz">www.nzhorses.co.nz</a>	- Agencies	<a href="http://www.houseoftravel.co.nz">www.houseoftravel.co.nz</a>
		- Politics	<a href="http://www.kiwiblog.co.nz">www.kiwiblog.co.nz</a>	- Destinations and Accommodation	<a href="http://www.wotif.com">www.wotif.com</a>
		- Religion	<a href="http://www.rhema.co.nz">www.rhema.co.nz</a>	- Maps	<a href="http://www.wises.co.nz">www.wises.co.nz</a>
		- Weddings	<a href="http://www.nzweddingplanner.co.nz">www.nzweddingplanner.co.nz</a>	- Transport	<a href="http://www.airnz.co.nz">www.airnz.co.nz</a>
		- Womens Sites	<a href="http://www.nzww.co.nz">www.nzww.co.nz</a>		