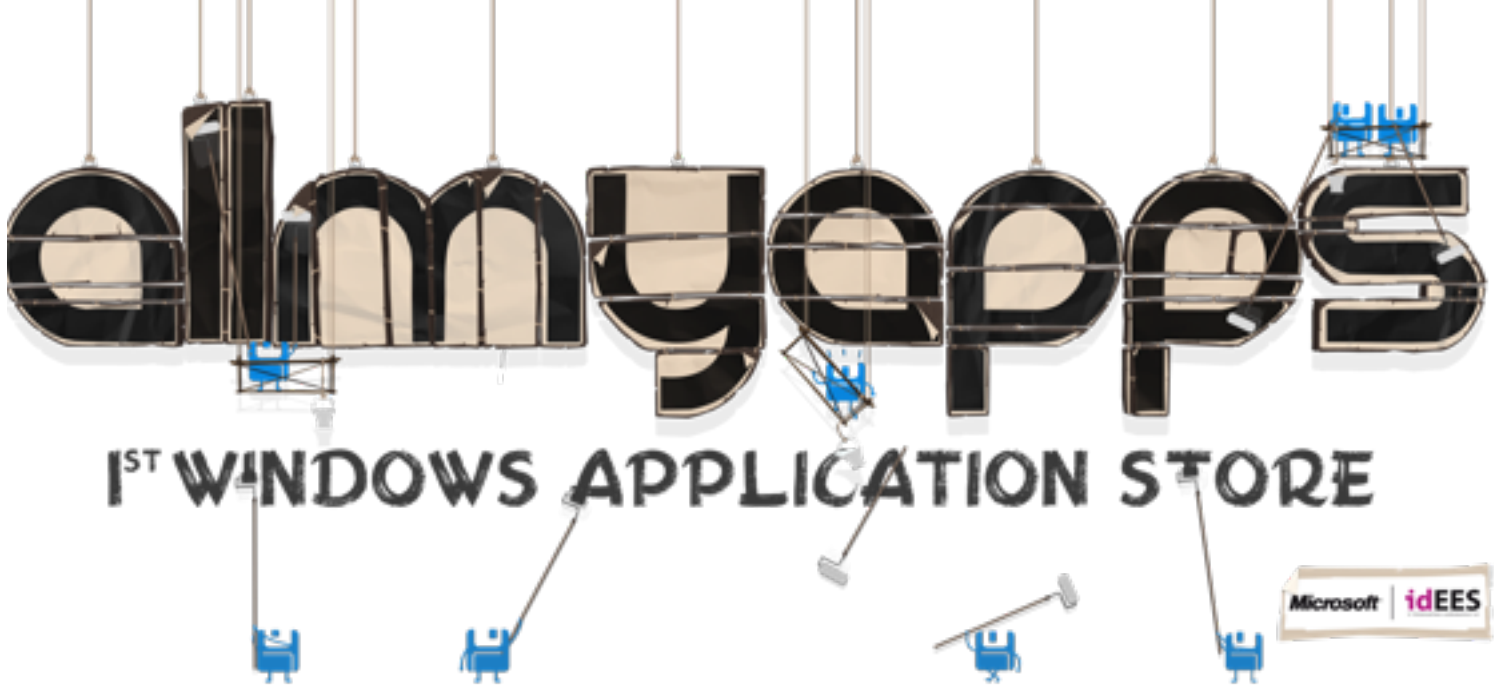




allmyapps
Media kit



**Connect your application
with our App Lovers!**



With just a few clicks, Allmyapps enables users to discover, install, purchase and share the Windows applications that they want. Once installed through Allmyapps, all applications are automatically updated, and can be re-installed in a snap. Ideal for both new and existing PC users, Allmyapps allows anyone to quickly find and install all the applications they need, without spyware, annoying ads, or unsolicited add-ons.



Allmyapps made it even simpler to choose the best application for your need by enabling app lovers and experts to review their favorite apps and share them with the community. Featuring an intuitive interface, Allmyapps makes Windows fun to use. Through the Allmyapps application store, users can browse for specific application categories, read reviews, launch web apps, and install free and paid applications.

We represent a **unique** opportunity for software developers around the globe to promote and distribute their applications to an ever growing user base of App Lovers!

Why Advertise on Allmyapps?

By advertising on **Allmyapps**, we offer you a cost efficient opportunity to engage, for the first time, with our ever growing app lovers user base who download in average **10 different applications /Month** on our store. With us, you'll own a considerable ad real estate in the consumer download flow.



Our Solutions

We currently have two packages available to promote your application on our store, the **App Of The Week** promotion and the **Featured App Package**.

The **App Of The Week** is based on heavily discounting your application to significantly increase the purchase incentive of our members.

This deal is run during one week through an email campaign to our rapidly growing user base and an eye catching widget on our highly viewed Home page and App Store.



The Featured App Package is our best solution to reach our app lovers.

- You will own the **biggest ad real state** on our store on the pages that matter the most.
- Your app will always stand out by appearing in all our **featured categories**
- Finally, you'll have the opportunity to directly target our members by being featured in our **premium monthly newsletter**.

You will increase your application sales on our platform and raise awareness about your app.

App Of The Week

App Of The week

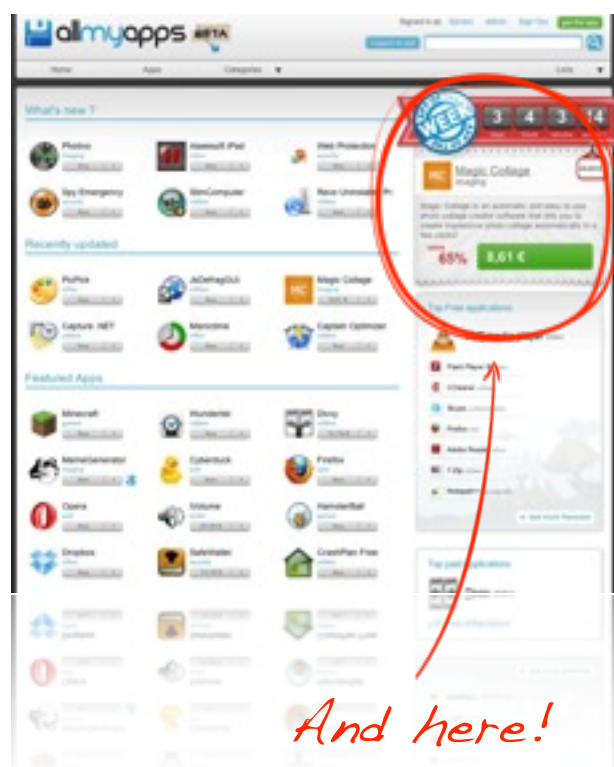
Through a direct and stylish newsletter, we can help you increase your user base and also to raise awareness about your application through the AOTW widget featured on our Home and App Store pages.

There's two ways to take part in this promotion, a **Basic** listing and **Fast Track** listing.

Your app here!



And here!



And here!

Basic Listing

This is the FREE version of the deal. Your application will still have its own newsletter and widget. However, we can't secure the week you picked.

Please note that there's usually a 2 to 3 months queue on our basic listing and fast track listing has always our priority.

Fast Track Listing

We know that sometimes it's hard to coordinate a marketing effort on different advertising platform or website due to the high demand, thus, we created the **Fast Track Listing**.

It's the fastest and safest way to secure a week to promote your app. For just **\$299** you will be able to pick and book your desired week to run this promotion for your software.

Please find below some solid insights on the reach you'll get from our App of the Week Promotion.

App Of the Week	Weekly Reach
Featured widget on Allmyapps Home: http://allmyapps.com	200 000 Views
Featured widget on Allmyapps App Store: http://allmyapps.com/apps	50 000 Views
Dedicated "App Of The Week" Newsletter	120 000 Emails
Price	\$299

*Book a week now
for just ~~\$~~299 !*

contact us at
advertising@allmyapps.com

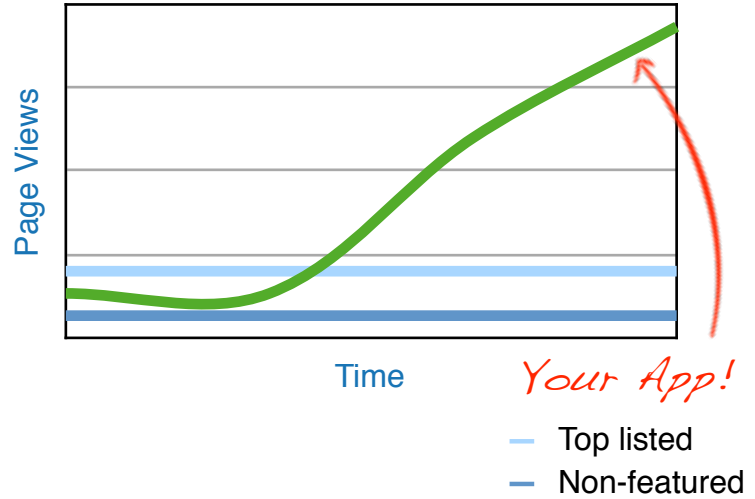
Featured App Package

With the **Featured Package**, your app will be featured on Allmyapps through a huge **620x240** banner that will sit on top of our App Store page which will bring you:

- **3 times** the traffic of top listed app
- **9 times** the traffic of non-featured application!

Your application will also **always be displayed** by being in our “featured” category on our pages.

Finally, you will be featured in our **premium monthly newsletter**.



App Store banner



This premium space sit on all of our high traffic pages and will be the only displayed ad.

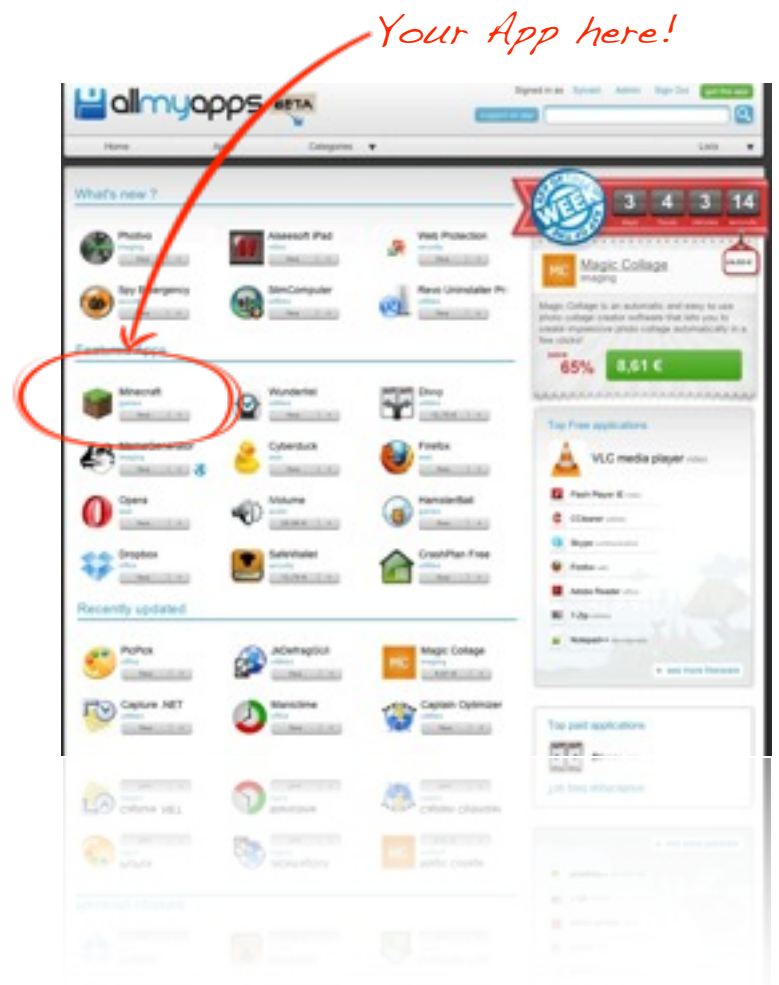
Thanks to the **620x240** banner your application won't go unnoticed to our members.

Featured Category

Have you ever wondered how you could make your application stand out more in the sea of applications available on our store?

By being featured, your application will always be displayed in “the featured” section on our pages. Thus allowing you to drive more traffic to your application.

Featured apps on our platform more than **double** their download conversion rate.



Monthly Newsletter

Through our premium monthly newsletter, you’ll have the opportunity to target even further our **ever growing app lovers user base**.

Each month, we send them a report of what we’ve been working on where we are headed. It also contains this month top ranked free and paid applications.

With the featured package you’ll own a spot in this newsletter that will continue your marketing effort and **increase your branding** towards our members.

Week Package

This package get your featured on our website during one week. For just **\$ 299** you will get the **620x240** banner and a spot in the **featured categories**. However, you wont be featured in the Monthly newsletter since you're only running during one week.

Month Package

For just **\$ 899**, your application will be featured on our website for an entire month through an exclusive ad on our **high traffic** pages, a spot in the **featured categories** and finally in our premium **monthly newsletter** to our members.

Please find below some solid insights from Google Analytics and MixPanel on the reach you'll get from the **featured package**.

Featured application	Week	Month
Featured on Allmyapps home: http://allmyapps.com	200 000 Views	800 000 Views
Banner on the Apps Store: http://allmyapps.com/apps	50 000 Views	200 000 Views
Featured on the Apps Store: http://allmyapps.com/apps	50 000 Views	200 000 Views
Featured in our monthly Newsletter		120 000 emails
Price	\$299	\$899

Get featured now!

contact us at
advertising@allmyapps.com



Rates and Numbers

A quick recap of our rates and traffic. All those numbers are taken from our Google Analytics, Mix Panel and CritSend account.

App Of the Week	Weekly Reach
Featured widget on Allmyapps Home: http://allmyapps.com	200 000 Views
Featured widget on Allmyapps App Store: http://allmyapps.com/apps	50 000 Views
Dedicated "App Of The Week" Newsletter	120 000 Emails
Price	\$299

Featured App Package	Week	Month
Featured on Allmyapps home: http://allmyapps.com	200 000 Views	800 000 Views
Banner on the Apps Store: http://allmyapps.com/apps	50 000 Views	200 000 Views
Featured on the Apps Store: http://allmyapps.com/apps	50 000 Views	200 000 Views
Featured in our monthly Newsletter		120 000 emails
Price	\$299	\$899

Feel free to contact us at
advertising@allmyapps.com
for any enquiries!

