

# Incredible Charts

Advertising

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## Site Summary

Incredible Charts was formed in 2001 by renowned author & trader Colin Twiggs and Robin Twiggs, a Pascal/Delphi programmer. Having worked for an international investment bank before switching to trading on a full-time basis, Colin set out to provide education, tools and information to traders and investors that are normally only available to industry professionals. The combination has proved a winning formula, with unique monthly users numbering more than 30,000.

Incredible Charts provides free charting software and premium data for these exchanges: Australia, Canada, UK, US Consolidated, Forex and Precious Metals. Users chart individual share prices and indicators, find stocks that match their Stock Screen filters and track them with multiple watchlists. The website also offers free trading education including more than 200 pages on technical analysis & trading and a lively trading forum.

Colin Twiggs, a chartered accountant, writes the weekly Trading Diary newsletters covering:

- The Dow and other important stock market indices,
- Gold, crude oil and precious metals, and
- Major currencies and the US Dollar Index

## Traffic Summary

Monthly Unique Visitors:	30,000	Newsletter Subscribers:	128,000
Monthly Page Views:	382,000	Chart Forum Posts:	170,000
Monthly Ad Impressions:	583,000		

*as at 31-Jan-20*

\* Past results are not a prediction of future performance.

*Last Updated: 24 March 2020*

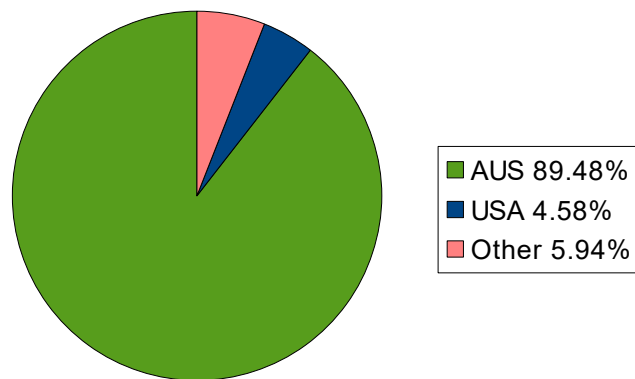
## Traffic

Traffic Statistics	Application	Website	Total
Monthly Page Views	230,000	152,200	382,200
Monthly Unique Visitors	2,700	27,300	30,000
Average Visit Length	16 min 53 sec	2 min 09 sec	

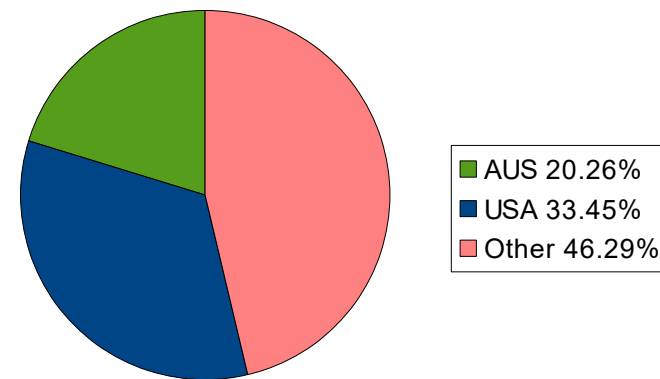
as at 31-Jan-20

## Page Views

Charting Application



Website



as at 31-Jan-20

\* Past results are not a prediction of future performance.

## Monthly Ad Impressions\*

Placement	Type (size)	International Imps	% AU	AU Imps
Website	Islands (300x250)	105,000	16.9%	17,000
Website	Mini-tower (160x300)	112,000	16.9%	19,000
Application	Leaderboards (728x90)	357,000	90.0%	321,000
Newsletter	Banner (40 words + 200x200)	9,000	22.6%	2,000
<b>Total</b>		<b>583,000</b>	<b>AU</b>	<b>359,000</b>

*Average October to December 2019*

December 2019 total ad impressions: 506,000

*as at 31-Dec-19*

## Mailing List

Newsletter	Frequency	Mailing List	% AU	AU
What's New	monthly	90,000	31.7%	28,500
Trading Diary	weekly	79,800	34.2%	27,300
Average open rate 9% to 14%, depending on country targeting & market conditions.				
eDM	fortnightly	98,000	28.1%	33,400
Average open rate 15% to 20%, depending on country targeting & market conditions.				

*as at 24-Mar-20*

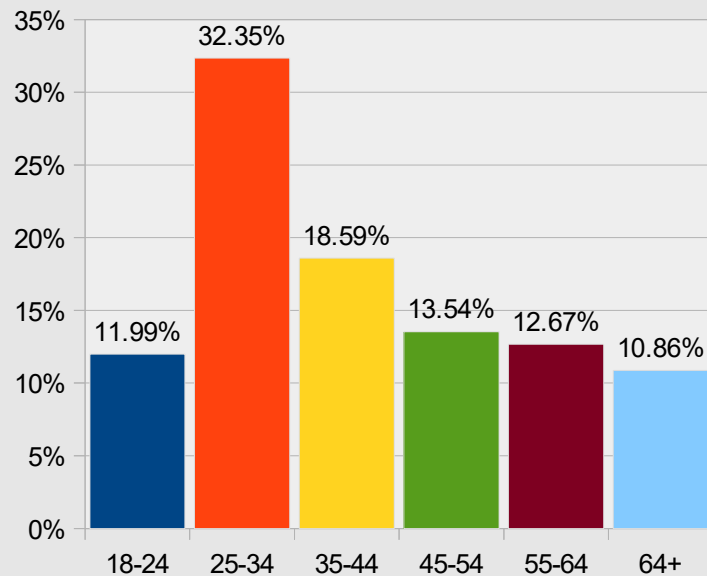
\* Past results are not a prediction of future performance.

## User Demographics

**Male to Female:** 83% to 17%  
 (based on a sample of 20% of website visitors)

### Age

(based on a sample of 20% of website visitors)



### Incredible Charts Website Visitors

Visits: 103,700  
 Page views: 152,200  
 Average pages per visit: 1.47

Average visit length: 2 min 09 sec

### Charting Application Visitors

Visits: 20,000  
 Page views: 230,000  
 Average pages per visit: 11.45

Average visit length: 16 min 53 sec

*as at 31-Jan-20*

\* Past results are not a prediction of future performance.

# Email: Newsletter Banner

Newsletter Banner:  
200x200 image +  
40 words of text

The screenshot shows the IncredibleCharts website interface. At the top, there's a navigation bar with links like Home, Site Map, About Us, Privacy Policy, Advertise (pdf), and Contact Us. Below that is a search bar and a row of social media icons. The main content area features a newsletter banner for 'Market Outlook 2012' by GFT. The banner is highlighted with a red border and contains the following text: 'Market Outlook 2012', 'Find out what the analysts think with GFT's free 50 page Market Outlook for 2012', and 'Get your copy today - [click here](#)'. To the right of the banner, there are social media sharing options and a 'Like' button. Below the banner, the main article title is 'US public debt growing at unsustainable rate' by Colin Twiggs, dated March 21st, 2012. The article text discusses the Greenspan's bubble and the 2004-2005 surge in public debt. On the right side of the page, there's a 'What's New' section with a list of updates and a 'Free Software' section for Incredible Charts Pro 6 with a 'Download' button.



GFT

## Market Outlook 2012

Find out what the analysts think with GFT's free 50 page Market Outlook for 2012

Get your copy today – [click here](#)

## US public debt growing at unsustainable rate

By Colin Twiggs

March 21st, 2012 5:00 a.m. ET (8:00 p:m AET)

These extracts from my trading diary are for educational purposes and should not be interpreted as investment or trading advice. Full terms and conditions can be found at [Terms of Use](#).

We often blame Fed monetary policy for the GFC, with interest rates at exceptionally low levels leading to "Greenspan's bubble." Treasury was just as culpable, however, with the massive 2004-2005 surge in public debt flooding the market with liquidity. The repeat in 2008-2011 was more justifiable: the spike in public debt was necessary to offset the sharp decline in private (non-financial) debt which would have caused a deflationary spiral. The effect was to smooth out the fall in total domestic debt (public and private) and create a relatively "soft" landing for the economy.



Trading  
Diary

Island:  
300x250

Firefox

Incredible Charts: Chart Forum: Topics

Home Site Map About Us Privacy Policy Advertise (pdf) Contact Us

Free Download Subscribe Education Trading Diary Forum Help

you need to register separately on the Chart Forum - see [Chart Forum Help](#)

Like 27

Share:

**What's New**

- Incredible Charts Pro 6 with Hour/Minute Charts
- Trading Forex Trend Channels
- Trading with Candlesticks
- ADX Average Directional Index
- Stop Loss Orders - Help or Hindrance?
- Canada, UK and US data (15Min Delayed)
- ASX and Singapore data (20Min Delayed)

**Free Software**

Incredible Charts Pro 6

[Download](#)

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**Trading Diary**

Logged in as **andy\_ic**.

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- [Edit Profile](#)
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[Last 1|3|7 Days](#) [Latest Posts](#)

[Search Forum](#) [Tree View](#)

**Q:**

**Why use IG to trade FX?**

IG MARKETS

**Topics**

	Topic	Posts	Pages	Last Post	Last Poster
	<a href="#">Forum Announcements</a> Forum rules and updates.	283	20	19-Jan-12 06:36 pm	colin_twiggs
	<a href="#">Markets</a> Analysis of the Dow, S&P500, Nasdaq, All Ords and other averages.	8358	487	04-Apr-12 02:40 am	ehmu
	<a href="#">Forex &amp; Bonds</a> Analysis of currencies and fixed income investments	1018	59	31-Mar-12 05:16 pm	maxboost
	<a href="#">Gold &amp; Precious Metals</a> Analysis of gold, silver and precious metals.	1920	85	25-Feb-12 11:45 am	ehmu
	<a href="#">Commodities &amp; Futures</a> Analysis of crude oil, metals, and other commodities and futures.	1130	59	13-Oct-11 11:51 am	ehmu



# Website: Mini-towers

Mini Tower:  
160x300

Firefox

Incredible Charts: Chart Forum: Topics

USA						
	<a href="#">Stocks - USA</a> Name US stocks that you feel have potential, giving reasons for your opinion. Create a new conversation for each stock.	1370	272	28-Jan-12	03:50 pm	lifes_good
UK						
	<a href="#">Stocks - UK</a> Name UK stocks that you feel have potential, giving reasons for your opinion. Create a new conversation for each stock.	100	26	03-Dec-08	01:10 pm	colin_twiggs
Canada						
	<a href="#">Stocks - TSX</a> Name Canadian stocks that you feel have potential, giving reasons for your opinion. Create a new conversation for each stock.	0	1	29-Aug-11	01:08 pm	
Singapore						
	<a href="#">Stocks - SGX</a> Name Singapore stocks that you feel have potential, giving reasons for your opinion. Create a new conversation for each stock.	0	1	29-Aug-11	01:08 pm	
New Zealand						
	<a href="#">Stocks - NZX</a> Name New Zealand stocks that you feel have potential, giving reasons for your opinion. Create a new conversation for each stock.	27	7	23-Mar-06	09:17 pm	paddy_one
Australia						
	<a href="#">Stocks - ASX: short term (strictly TA)</a> Name Australian stocks that you feel have short term potential, giving reasons for your opinions. Create a new conversation for each stock.	52438	7010	05-Apr-12	06:28 am	mspark
	<a href="#">Stocks - ASX: long term &amp; fundamental</a> Name Australian stocks that you feel have long term potential, giving reasons for your opinions. Create a new conversation for each stock.	12688	1131	02-Apr-12	08:26 am	elisabeth
	<a href="#">Options &amp; Derivatives</a> Analysis of exchange-traded options, futures, index futures and other derivatives.	570	71	06-Jul-10	09:52 pm	onlyshort
	<a href="#">Sectors &amp; Indices</a> Discuss sector performance.	805	114	07-Jan-12	01:37 pm	spdfgh

Incredible Charts



The Universal Principles of Successful Trading  
by Brett Penfold



The Ed Ponsi Forex Playbook: Strategies and Trade Set-Ups  
by Ed Ponsi

# Charting Application: Leaderboards

Leaderboard 728x90  
or Banner 468x60



## Ad Specifications

Ad Type	Image Size (pixels)	Requirements	File Size (max)	Limitations			
				Country Targeting	Redirects	Video*	Animated Image**
<b>Website</b>							
Island	300 x 250	Gif image + URL, OR Iframe/JavaScript tags	25KB	✓	✓	✓	✓
Mini Tower	160x300	Gif image + URL	15KB	✓	✗	✗	✓
<b>Charting Application</b>							
Leaderboard	728 x 90	Gif image + URL, OR Iframe/JavaScript tags	25KB	✓	✓	✗	✓
<b>Newsletter Email</b>							
Newsletter Banner***	200 x 200 logo + 40 words of text	Gif image + text + URL	25KB	✓	✗	✗	✓
eDM	third party email	Valid HTML incl. Header + subject line	100KB	✓	✗	✗	✗

Advertising Terms & Conditions ([pdf](#)) apply.

\* Video ads may have reader activated sound – but not automatic

\*\* Animated or video ads must use no more than 20% on a 1GB CPU

\*\*\* Newsletters:            Weekly        = Trading Diary  
                                   Monthly       = What's New

## Contact

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