



## **PRESS RELEASE**

For Immediate Attention

# **AVForums visitors soar in economic downturn**

## **Popular online initiatives making buying decisions easier**

AVForums, the UK's leading online destination for home entertainment enthusiasts and consumers, has announced new traffic statistics revealing a growth in popularity during the economic downturn as a result of a number of innovative initiatives designed to save consumers money and make buying decisions easier. More than 70% of AVForums users confirm that AVF is their key online destination for purchasing decisions.

The consumer electronics forum, reviews and info site boasts an average of 3.4 million unique visitors a month (98% male; average age 36), with an incredible 17 million pages impressions – including 1 million from the site's free mobile app. AVForums has 280,000 members, and distributes its monthly eNewsletter to 180,000 of them. More than 7,000 new members now join AVF every month.

In addition, the site contains over 15 million posts and 1.4 million forum threads. There are an average of 4,830 new posts and 300 new threads daily.

AVForums was founded in the UK in 2000. Free to use, it publishes reviews, videos, podcasts, information and advice, and was uniquely set up for enthusiasts by enthusiasts. Visitors to the site are comforted by the honesty, integrity and accuracy of the growing online reviews section, and are able to reassure themselves that they are making the correct purchase.

The AVF reviews team is the most qualified in the UK, with THX and ISF certification, and only products with an outstanding performance are awarded an AVF Reference badge. The inaugural AVF Awards will launch in 2012, coinciding with the site's participation in this year's Gadget Show Live.

Further buying reassurance comes in the shape of the AVF 'research tool', powered by PriceRunner, which helps site members to search for the product they require at the most competitive price, and the shared experience and knowledge available to members in the huge forums section. In addition, AVF recently announced AVForums Rewards, to help members to 'shop smart' and save money. Powered by Quidco, the UK's Number One cashback and vouchers website, and offering the same excellent deals, AVForums Rewards has access to over 3,000 retailers, with over 7,500 hot deals at any one time.

"I'm excited but not in the least bit surprised by the growing popularity of AVForums," comments AVF Editor Phil Hinton. "We work very hard to ensure that editorial content is second to none, and our members value our honesty, integrity and independence when it comes to reviews."

Severine de Maximoff, AVF Sales and Marketing Manager adds: "The site is not only the best source of buying advice and assistance, it's fast becoming the chat destination of choice for men, with discussions on the forum moving well beyond the confines of home entertainment, often going on for many weeks. We're the Mumsnet – for men!"

**[www.avforums.com](http://www.avforums.com)**

## **RELEASE ENDS**

### ***About AVForums***

*Founded in the UK in 2000, AVForums is the UK number one destination of choice for Home Entertainment enthusiasts and consumers. Areas covered include home cinema, home electronics, movies, video gaming, computers, photography, mobile phones, sat-nav, in-car entertainment and more. AVF has a respected forum community of over 280,000 members (7,000 on average added every month), distributes its monthly newsletter to 180,000 of them, and also publishes reviews, videos, podcasts, information and advice. The combination of THX and ISF certification means that the AVForums display review team is the most qualified in the UK. AVForums users are investing in the digital age and visit the website to research purchases, compatibility and new technologies in a safe and friendly environment. AVForums is free to use, independently run and has grown through word of mouth and, in recent years, organically via Google. The site reaches an audience of over 3.4*

*million unique visitors and achieves almost 17 million page impressions each month. It has over 300 forums containing more than 15 million posts in over 1.4 million topics, and recently launched AVForums Rewards initiative. AVF will be participating at this year's Gadget Show Live and is launching its own AVF Awards in Q1.*