

The Drudge Report

SITE URL

<http://www.drudgereport.com>

SITE DESCRIPTION

The **Drudge Report** is published by Matt Drudge, who established himself as an early pioneer on the Web, covering news and events that the mainstream media ignores. He continues to deliver lively and provocative content to millions of people every day. The **Drudge Report** is a primary source of breaking news for the public as well as key media, political and opinion leaders.

TRAFFIC STATISTICS

- 650 million monthly page views
- 2.6 billion monthly ad impressions
- 10 million monthly unique visitors
- 1.9 million daily unique visitors (weekday)
- 1 million daily unique visitors (weekend day)

AVAILABLE AD UNITS

- A. Top position
 - 300x250 medium rectangle
 - 336x280 large rectangle
 - 468x60 banner
 - 728x90 leaderboard
 - 720x300 Cinema ad unit™
- B. Left, in-content position
 - 180x150 rectangle
- C. Right, in-content position
 - 180x150 rectangle
- D. Right, in-content position
 - 120x600 skyscraper
 - 160x600 wide skyscraper



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The Drudge Report demographics



GENDER

Male	78%
Female	22%

AGE

18-24	5%
25-34	23%
35-64	67%
65+	5%

HOUSEHOLD INCOME

0-30k	6%
30-60k	19%
60-100k	41%
More than 100k	34%

EDUCATION LEVEL

Attended College	75%
Attended Graduate School	23%

MARITAL STATUS

Single	29%
Married	71%

CHILDREN IN HOUSEHOLD

Yes	45%
No	55%

RESIDENCE

Own	73%
Rent	27%

POLITICAL ACTIVITY

Registered to vote	82%
Donated money to political candidate	27%
Visit sites for political information	58%

OTHER

Purchased online products/services	87%
Make purchase decisions for work	33%
Satellite radio	67%
Drive luxury vehicle	17%
Personal trip last year	70%
Business trip last year	20%
Pets in household	69%
Purchased book online in last 6 months	40%

INTERNET

Broadband	77%
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