

The Grocery Game

SITE URL

<http://www.thegrocerygame.com/>

SITE DESCRIPTION

The Grocery Game, founded by Teri Gault, reaches a worldwide audience, including a large community of web-savvy, affluent, and knowledgeable women, moms and young adults, and attracts roughly 1 million monthly unique visitors.

TRAFFIC STATISTICS

2 million monthly page views
7 million monthly ad impressions
200,000 monthly unique visitors

AVAILABLE AD UNITS

- A. Top position
728x90 leaderboard
- B. Right, sidebar position
160x600 wide skyscraper
- C. Bottom, right rectangle **not pictured, story pages only**
300x250 medium rectangle

For advertising sales inquiries please call
703.242.7878 or email adsales@intermarkets.net

The screenshot shows the homepage of The Grocery Game website. The layout includes a top navigation bar, a main content area with a large featured article, and a sidebar on the right. Three ad placement areas are highlighted with blue boxes and letters:

- A:** A 728x90 leaderboard ad unit located at the top of the page, above the main content.
- B:** A 160x600 wide skyscraper ad unit located in the right sidebar, adjacent to the main content.
- C:** A 300x250 medium rectangle ad unit located at the bottom right of the page, below the main content.

The website content includes a navigation menu, a featured article titled "Welcome to The Grocery Game!" with a photo of Teri Gault, and various promotional banners for coupons and a new book.

Demographics



GENDER

Male	35%
Female	65%

AGE

15-34	45%
35-49	34%
50+	21%

HOUSEHOLD INCOME

0-30k	15%
30-60k	35%
60-100k	27%
More than 100k	23%

EDUCATION LEVEL

No College	34%
Attended College	53%
Attended Graduate School	13%

MARITAL STATUS

Single	29%
Married	71%

CHILDREN IN HOUSEHOLD

Yes	60%
No	40%