

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

2.5 million monthly page views
7 million monthly ad impressions
700,000 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



Reach the right market. Every day.

The Grocery Game 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%

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