

# Hot Air

## SITE URL

<http://www.hotair.com>

## SITE DESCRIPTION

**Hot Air** provides a constantly-updated site for political and cultural analysis from a center-right perspective. **Hot Air** not only has incisive commentary but also forum for debate on each article published. Commentators such as Rush Limbaugh, Sean Hannity, and Laura Ingraham regularly reference **Hot Air** on their radio and television shows, making it the most heavily-trafficked conservative blog on the Internet.

## TRAFFIC STATISTICS

18 million monthly page views  
 120 million monthly ad impressions  
 1.3 million monthly unique visitors

## AVAILABLE AD UNITS

- A. Top right position  
300x250 medium rectangle
- B. Right-top, sidebar position  
160x600 wide skyscraper
- C. Right-middle, sidebar position  
160x600 wide skyscraper
- D. Middle, in-content position *\*not pictured\**  
300x250 medium rectangle *\*article pages only\**
- E. Right-bottom, sidebar position *\*not pictured\**  
160x600 wide skyscraper

The screenshot shows the Hot Air website layout with several ad units highlighted:

- Unit A:** Located at the top right of the page, above the main content area. It is a 300x250 medium rectangle.
- Unit B:** Located in the right sidebar, at the top. It is a 160x600 wide skyscraper.
- Unit C:** Located in the right sidebar, in the middle. It is a 160x600 wide skyscraper.

The website content includes a navigation bar with 'HOME', 'THE VAULT', 'GEAR', and 'ABOUT'. The main content area features 'HEADLINES', 'WE PICK, YOU CLICK.', 'TOP PICKS', and 'THE BLOG'. The right sidebar contains 'Advertise Here' and 'HOT LINKS'.

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# Hot Air demographics



## GENDER

Male	66%
Female	34%

## AGE

18-34	26%
35-49	37%
50+	37%

## HOUSEHOLD INCOME

0-30k	16%
30-60k	24%
60-100k	28%
More than 100k	32%

## POLITICAL PARTY

Republican	62%
Democrat	10%
Independent	15%
Other/None	13%

## EDUCATION LEVEL

No College	33%
Attended College	42%
Attended Graduate School	25%

## RESIDENCE

Own	74%
Rent	26%

## OTHER

CEO/COO and C Level Executives	9%
Either own or consider a Hybrid	10%
Have \$250k to invest	14%

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