

Instapundit

SITE URL

http://pajamasmedia.com/instapundit/

SITE DESCRIPTION

Instapundit, a primarily political blog authored by Glenn Reynolds, is one of the top blog sites on the Web today. An affluent, well-educated, mostly male audience regularly spends time at the site.

TRAFFIC STATISTICS

14 million monthly page views
42 million monthly ad impressions
720,000 monthly unique visitors

AVAILABLE AD UNITS

- A. Top position
728x90 leaderboard
- B. Top, sidebar position
300x25 medium rectangle
- C. First, Sidebar position
160x600 wide skyscraper
- D. Middle, in content position
728x90 leaderboard
- E. Third, Sidebar position **not pictured**
160x600 wide skyscraper

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Demographics



GENDER

Male	65%
Female	35%

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	22%
Attended college	45%
Attended graduate school	33%

OTHER

CEO/COO and C level executives	9%
Own or are considering a Hybrid	10%
Have \$250k to invest	14%