

## 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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# Instapundit 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%

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