

SITE URL

<http://www.newsbusters.org>

SITE DESCRIPTION

NewsBusters is a project of the Media Research Center, the leader in documenting, exposing and neutralizing liberal media bias. The **NewsBusters'** blog provides immediate exposure of liberal media bias, insightful analysis, constructive criticism and timely corrections to news media reporting.

TRAFFIC STATISTICS

7 million monthly page views
 37 million monthly ad impressions
 900,000 monthly unique visitors

AVAILABLE AD UNITS

- A. Top position
 728x90 leaderboard
 468x60 banner
- B. Top right, sidebar position
 300x250 medium rectangle
- C. Right, sidebar position *[top]*
 120x600 skyscraper
 160x600 wide skyscraper
- D. Far right, sidebar position *[bottom]*
 120x600 skyscraper
 160x600 wide skyscraper



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NewsBusters demographics



GENDER

Male	65%
Female	35%

AGE

18-24	1%
25-34	37%
35-44	19%
45-54	13%
55-64	11%
65+	19%

HOUSEHOLD INCOME

Less than 25k	19%
25-49k	22%
50-74k	43%
75-99k	13%
More than 100k	3%

EDUCATION LEVEL

Attended College	81%
Attended Graduate School	19%

MARITAL STATUS

Single	46%
Married	54%

CHILDREN IN HOUSEHOLD

Yes	35%
No	54%

RESIDENCE

Own	48%
Rent	52%

POLITICAL PARTY

Republican	52%
Democrat	19%
Independent	16%
Other/None	13%

POLITICAL ACTIVITY

Registered to vote	64%
Donated money to political candidate	17%
Visit sites for political information	41%

OTHER

Purchased online products/services	92%
Make purchase decisions for work	18%
Drive luxury vehicle	5%
Personal trip last year	68%
Business trip last year	30%
Pets in household	62%
Purchased book online in last 6 months	25%

INTERNET CONNECTIVITY

Broadband	86%
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