

SITE URL

http://www.pajamasmedia.com/

SITE DESCRIPTION

Pajamas Media brings together news and blogs on politics, current affairs, technology, arts and culture, and more from its own correspondents throughout the world. Its primarily male, intelligent, and wealthy audience repeatedly use the site. Noted contributors include Roger Simon, Glenn Reynolds, and Roger Kimball.

TRAFFIC STATISTICS

4.5 million monthly page views
 18 million monthly ad impressions
 450,000 monthly unique visitors

AVAILABLE AD UNITS

- A. Top position
728x90 leaderboard
- B. Top, in-content position
300x250 medium rectangle
- C. Second, sidebar position
160x600 wide skyscraper
- D. Third, sidebar position **not pictured**
160x600 wide skyscraper



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Pajamas Media 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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