

SITE URL

http://www.refdesk.com

SITE DESCRIPTION

Award-winning leading source and guide to the Web due to its commitment and honoring its 3 founding principles: fast access, intuitive and easy navigation and comprehensive content, rationally indexed.

TRAFFIC STATISTICS

35 million monthly page views
100 million monthly ad impressions
1 million monthly unique visitors

AVAILABLE AD UNITS

- A. Top position
728x90 leaderboard
468x60 banner
- B. Right, in-content position
Text ads visit www.adbrite.com
- C. Center, in-content position
300x250 rectangle

A Your ad here.



B Your adbrite text ads here.

C Your ad here.

Reach the right market. Every day.

Refdesk demographics



GENDER

Male	61%
Female	39%

AGE

18-24	1%
25-34	24%
35-44	27%
45-54	24%
55-64	15%
65+	9%

RACE

Black/African American	20%
White/Caucasian	78%
Other	2%

HOUSEHOLD INCOME

Less than 25k	36%
25-49k	24%
50-74k	12%
75-99k	18%
More than 100k	7%

EDUCATION LEVEL

Attended College	88%
Attended Graduate School	25%

MARITAL STATUS

Single	30%
Married	70%

CHILDREN IN HOUSEHOLD

Yes	53%
No	47%

RESIDENCE

Own	65%
Rent	35%

OTHER

Purchased online products/services	91%
Among first to buy newest gadgets	73%
Satellite radio	72%
Drive luxury vehicle	17%
Attended sports/leisure activity in the last 6 months	65%
Watched a movie from home in the last 6 months	74%
Pets in household	74%
Purchased book online in last 6 months	40%

INTERNET CONNECTIVITY

Broadband	75%
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