

Refdesk

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
 1.5 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

For advertising sales inquiries please call 703.242.7878 or email adsales@intermarkets.net



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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