

# Sweetness & Light

## SITE URL

http://www.Sweetness-Light.com

## SITE DESCRIPTION

**Sweetness & Light** presents news analysis, commentary and ground-breaking original reporting from a conservative perspective.

## TRAFFIC STATISTICS

300,000 monthly page views  
2.7 million monthly ad impressions  
75,000 monthly unique visitors

## AVAILABLE AD UNITS

- A. Top position  
468x60 banner  
728x90 leaderboard
- B. Right, in-content position  
120x600 skyscraper  
160x600 wide skyscraper
- C. Center, in-content position  
300x250 medium rectangle

For advertising sales inquiries please call 703.242.7878 or email [adsales@intermarkets.net](mailto:adsales@intermarkets.net)



# Demographics



## GENDER

Male	63%
Female	37%

## AGE

18-24	5%
25-34	6%
35-44	19%
45-54	23%
55-64	22%
65+	25%

## HOUSEHOLD INCOME

Less than 30k	12%
31-60k	34%
61-100k	33%
More than 100k	21%

## EDUCATION LEVEL

Attended College	47%
Attended Graduate School	17%

## CHILDREN IN HOUSEHOLD

Yes	24%
No	76%