

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

350,000 monthly page views
 2.7 million monthly ad impressions
 50,000 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



Reach the right market. Every day.

Sweetness & Light 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%

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