

# Zogby International

## SITE URL

<http://www.zogby.com/>

## SITE DESCRIPTION

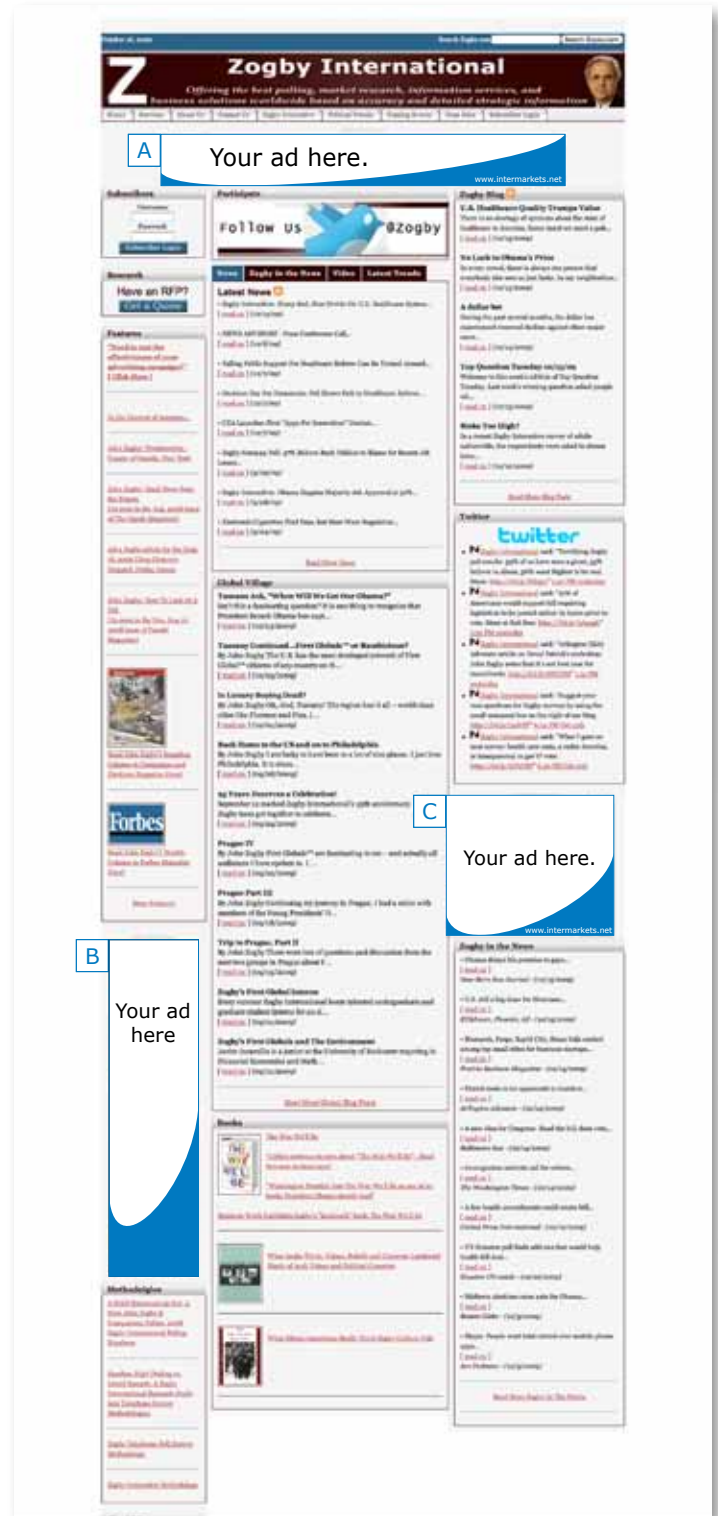
Zogby International isn't a weatherman, but it does know which way the wind of public opinion blows. The company provides opinion and market research information for customers ranging from media businesses to not-for-profit trade groups to political parties. The firm was founded in 1984 by CEO John Zogby, a former history and political science professor. Zogby's clients have included such heavy hitters as Microsoft, the New York Post, and the United Nations.

## TRAFFIC STATISTICS

150,000 monthly page views  
 350,000 monthly ad impressions  
 25,000 monthly unique visitors

## AVAILABLE AD UNITS

- A. Top position  
728x90 leaderboard
- B. Left, sidebar position *\*homepage only*  
160x600 wide skyscraper
- C. Bottom, right rectangle  
300x250 medium rectangle



# Demographics



## GENDER

Male	51%
Female	49%

## AGE

15-34	17%
35-49	35%
50+	48%

## HOUSEHOLD INCOME

0-30k	19%
30-60k	29%
60-100k	29%
More than 100k	23%

## EDUCATION LEVEL

No College	30%
Attended College	44%
Attended Graduate School	26%

## CHILDREN IN HOUSEHOLD

Yes	81%
No	19%