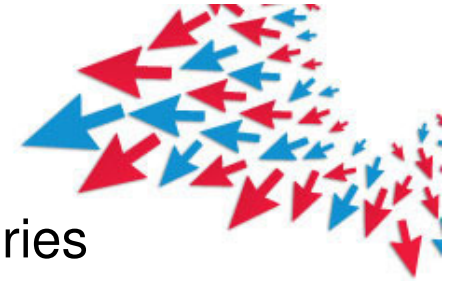


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MONTHLY TRAFFIC

- Page Views **1.4 million**
- Unique Audience **150,000**
- Age Range **18 - 44**
- Average Time Spent **Up to 2.5 mins**

DEMOGRAPHIC PROFILE

- Gender **M: 59 % F: 41 %**
- PMEBS **63 %**
- Annual Income **< \$15k to \$50k 48 %**
\$50k to > \$100k 52 %

*NetRatings, Oct 09

