



salon.com

“smart and provocative”

– *Forbes*

“intriguing and intelligent”

– *Washington Post*

“truly compelling”

– *Time*



# Audience Numbers



**6.4 m**

Monthly Uniques



**\$89,000**

Average Household Income



**76%**

College Educated



**48%**

Female



**52%**

Male



**36**

Median Age

# The Salon Reader



**298**

Went to see an indie film in the last six months



**450**

Bought herbal supplements



**397**

Works in community / social services



**171**

Business owner



**639**

Takes 7 – 10 business trips annually



**320**

Owns 3+ flat screen TVs



**133**

Buys OTC medications



**316**

Drinks imported beer



**1254**

Purchased a car for more than \$35K



**290**

Owns a luxury vehicle



**148**

Participates in environmentally friendly activities



**237**

Attended graduate school

## Custom Features & Sponsorships

- Capture the readers' attention with an expanding video overlay, completely owning the user experience.
- Salon's innovative content organization features topics pages which can be customized for unique sponsorship opportunities with full social media integration and branded editorial content.

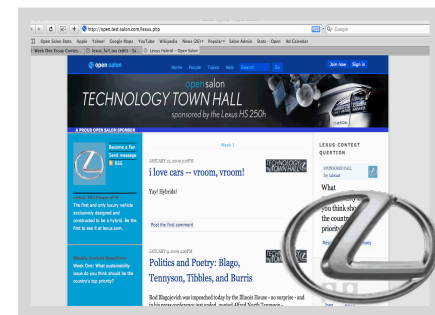


## Social Integration

Open Salon is a robust community, affording brands the opportunity to engage the companion audience to Salon.com.

Open Salon opportunities include:

- *Custom-sponsored profile pages*
- *Branded "Editor's Pick" content featured on Salon.com*
- *Social Media plug-ins and integration*
- *A full suite of custom and standard ad units*



LEXUS  
NEXT

## *Sponsorship opportunities:*

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<b>Item</b>	<b>Creative Dimensions</b>
<b>Salon Topic Pages</b>	<b>728 x90, 300x250, 300x600</b>
<b>Home Page Roadblock</b>	<b>728 x90, 300x250, 300x600</b>
<b>Skinning</b>	<b>Custom, with 728x90, 300x250</b>
<b>Overlays</b>	<b>728x500 (static or flash)</b>
<b>Newsletter</b>	<b>728x90, 300x250 (static only)</b>
<b>Run of site – all pages and sections</b>	<b>728x90, 300x250, 300x600</b>

## *Custom Solutions:*

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***For information about custom solutions, contact our sales department:***

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