



# WISN.com Site Data

## WISN.com Average Monthly Audience

- Over 545,000 Unique Visitors
- Nearly 5,500,000 Page Views
- Avg. Time Spent per visit 4 min 44 sec.

## WISN.com Audience Composition

Female _____	58%
Male _____	42%
Age 18-34 _____	18%
Age 35-49 _____	29%
Age 50+ _____	44%
HHI \$30-\$60K _____	28%
HHI \$60-\$100K _____	18%
HHI \$100K+ _____	41%
Education-College _____	45%
Education-Graduate School _____	17%

**Source: Quantcast, June 2010 – June 2011**

Standard Ad Units	File Size	Pixels
Leaderboard _____	40K max. _____	728 x 90
Medium Rectangle _____	40K max. _____	300 x 250
Half Page _____	40K max. _____	300 x 600

Accept: Gif (animated or static), Jpg, and Flash 8, Action Script 2.

## Top 12 Average Monthly Audiences by Vertical:

News _____	1,221,264
Homepage _____	1,098,868
Weather _____	744,705
Entertainment _____	383,056
Politics _____	191,146
Sports _____	159,972
Project Economy _____	145,414
Family _____	100,655
Station _____	50,528
Health _____	45,039
Traffic _____	32,535
Automotive _____	24,844

**Source: Google Analytics, Jan. 2011 – June 2011**

## WISN.com Mobile Monthly Audience

Unique Visitors _____	63,007
Total Visitors _____	210,657
Page Views _____	1,137,595
Average Time Spent per Page _____	6.34 min.

**Source: Omniture, June 20**