

[Search](#) [About Salon](#) [Table Talk](#) [Newsletters](#) [Advertise in Salon](#) [Investor Relations](#)

salon.com

ART & L

BOOKS

COMICS

LIFE

NEWS

PEOPLE

POLITICS

SEX

TECH & BUSINESS

AUDIO

ARTICLE FINDER



Adsales

Advertise in Salon

[Main menu](#)[Intro to Salon](#)[Traffic & audience](#)[Ad opportunities](#)[Ad specifications](#)

SALON.COM SITES

[Arts & Entertainment](#)[- The Movie Page](#)[Books](#)[Comics](#)[Life](#)[News](#)[People](#)[Politics](#)[Sex](#)[Tech & Business](#)[- Free Software Project](#)[Audio](#)[- Salon Radio](#)[Letters](#)[Columnists](#)[Corrections](#)[Salon Plus](#)[Salon Gear](#)[Personals](#)

WAYS TO GET SALON

Downloads

- Get Salon.com on [your PDA](#)
- Salon.com headlines from [My Netscape](#)
- [More ways](#) to get Salon

Salon Traffic & Audience Profile

Page Views



In December 2000 Salon delivered 46 million page views.

Unique Visitors



In December 2000 Salon registered 2.60 million unique visitors.

Salon Audience Demographics

58% male

42% female

34% 18-29 years old

54% 30-49 years old

88% US readers

12% foreign readers

79% college graduates

37% completed post graduate education

70% professional or managerial

37% married

24% have children under 18 at home

63% own their own residence

Average household income: **\$71,300**

Salon Audience Online Activities

91% online everyday or more often

Average time per Salon visit: **26.3** minutes

27% read 5+ articles per visit

74% 3+ years' online experience

95% shopped online in the last 6 months

SALON GEAR →

[Our California energy crisis T-shirts are here!](#)

Extra goodies and great services in [Salon Plus](#)

BUSINESS2.0

[Five Questions With...The Father of the Internet](#)

[Sprint Banks on New Color Display Phone](#)

[Daily Insight: Packing After the Sacking, Part Deux](#)

[IBM Holocaust Suit Over](#)

[Feeling Palm's Pain](#)

Salon Personals

Catch of the Day

secretdemand

"Tall, pale, dorky drummer seeks adventure in a dress."



BTL EX1023

IPR2024-00703

U.S. Patent No. 8,961,511

53% visit Salon to stimulate new ideas
75% visit Salon for entertainment
47% use Internet for researching stocks
98% use e-mail

67% access Salon from home
75% access Salon from work
11% access Salon from college/university

67% listen to audio on the Web
61% watch video on the Web

Salon Audience Shopping Interests

Purchased online in last 6 months	Salon @plan index
Airline ticket/reservation	137
Books	182
Car rental	143
Clothes/Accessories/Shoes	155
Computer hardware	184
Computer software for the Web	289
Home electronics	202
Hotel/motel reservations	135
Magazine/newspaper subscriptions	227
Movie tapes/DVDs	231
Music CDs/tapes	204
Stock	142
Toys/non-computer games	142

Sources:

Cyber Dialogue 2000

@plan spring 2001 profiling report

Visit Salon's newest site [Salon Audio](#) for free spoken word recordings from your favorite authors

[Salon](#) [Search](#) [About Salon](#) [Table Talk](#) [Newsletters](#) [Advertise in Salon](#) [Investor Relations](#)

[Arts & Entertainment](#) | [Books](#) | [Comics](#) | [Mothers Who Think](#) | [News People](#) | [Politics](#) | [Sex](#) | [Tech & Business](#) and [The Free Software Project Letters](#) | [Columnists](#) | [Salon Plus](#) | [Salon Shop](#)

Reproduction of material from any Salon pages without written permission is strictly prohibited
 Copyright 2001 Salon.com
 Salon, 22 4th Street, 16th Floor, San Francisco, CA 94103

