

www.DenofGeek.com

The Geek Shall Inherit the Earth



Ratecard

Banners	
Cost per '000 page impressions	£22
Skyscrapers	
Cost per '000 page impressions	£30
Message Boards	
Cost per '000 page impressions	£30
Maximiser Button	
Cost per month	£5000
Eyeblander/TangoZebra Overlays/Toasts	
Cost per '000 page impressions	£50
Superstitials/Transitionals/Interstitials	
Cost per '000 page impressions	£45
Popup Windows	
Cost per '000 page impressions	£35

NB. A surcharge applies for all targeted and expandable inventory. Ad serving costs not included in the above rates.

Den of Geek covers popular culture but always with an edgy, UK centric slant that sets it apart from the crowd.

Den of Geek handles everything that's brilliant in a 'geeky' way be it cult TV, movies, gaming or 'geek' icons. You will get a smorgasbord of lists, opinions, appreciations and plain, old-fashioned rants. We aim to provide 'water cooler content' and provoke a response and reaction from our ever-growing community of readers and fans.

User Profile

75% UK
 82% male, 18% female
 Age breakdown:
 Under 18 – 5%
 18-24 – 18 %
 25-34 – 33%
 35-44 – 27%
 43-54 – 10%
 55+ – 4%

Traffic May 2008

No. of unique users per month	221,471
No. of monthly page impressions	458,217
No. of monthly ad impressions	1,832,868

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