

THE BLUE BOOK

OF GRAMMAR AND PUNCTUATION

For more than thirty years, **The Blue Book of Grammar and Punctuation** has been a bestselling guide and trusted authority on English usage for educators, universities, students, and business professionals. Grammarbook.com, the popular site containing The Blue Book's contents plus additional interactive quizzes, is also the leading global resource for English language learners in developing countries.

Who is the GrammarBook.com user?

Gender	Female: 73% Male: 27%
Age:	52% of readers are 35-54 year of age Under 18: 3% 18-24: 8% 35-44: 25% 45-54: 27% 55-64: 15% 65+: 3%
Education:	59% of readers have at least a university degree Some high school: 5% High school graduate: 6% Some college: 23% Bachelor degree 33% Graduate degree: 26%

Recurring visits: They visit the Web site between 3-7 times a month and spend around 30 minutes on the site per visit.

HHI:	54% of viewers earn over \$55,000 a year \$25-\$34K: 32% \$35-\$54K: 37% \$55-\$74K: 35% \$75-+\$100K: 19%
------	--

Trends of GrammarBook.com Viewers

Of the 150,000 unique monthly viewers to Grammarbook.com, the majority have one thing in common: they love to learn. Learning and self-improvement seem to be the underlying themes. These viewers are interested in finding out the "right" way to write, and they spend time taking the free quizzes to brush up on their English skills.

These are also the same readers who tend to research the latest consumer products, read lifestyle books and magazines, and get involved with community service. Grammarbook.com readers, in general, have management positions and send their staff and colleagues to the Web site for grammar updates.

Advertisers have a variety of options on Grammarbook.com, including the weekly e-Newsletter sent to over 14,000 subscribers.

To learn more about advertising opportunities, please contact advertising@grammarbook.com.



www.grammarbook.com