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## About

Defamer is a users guide to the ins and outs of "The Industry", all of its hilarity and hyperbole, its dish and disaster. Its readership consists of some of the most influential men and women in the biz, as well as the up-and-comers who are poised to dethrone them.

## Brands



## Recent Buzz

**LAT** [LA Times: Sony-BMG Leases Beverly Hills Building](#) Defamer is credited for coming up with the nickname 'Death Star' for CAA's futuristic high-rise in Century City.

**M** [Mashable: The 30 Most Salacious Sites for Celebrity Gossip](#) Defamer makes Mashable's list of the best celebrity news and gossip sites on the web.

**smh** [Sydney Morning Herald: The Defamer](#) Defamer Australia editor Jess McGuire is dubbed 'Australia's Gossip Queen' in this feature article about the international spin-off from Defamer.com.

**DBT** [Daily Blog Tips: Top 25 Celebrity Blogs](#) Valleywag, Defamer, Gawker and Jezebel all make the top 10 on this list of celebrity blogs, based on Google, Alexa, Bloglines, and Technorati ranks.

**R** [Radar: Sony Execs Try, Fail to Kill 'Will Smith is a Crazy Scientologist' Story](#) Defamer breaks the news that Sony execs tried to squash rumors about Will Smith's involvement with the Hollywood mega-cult Scientology.

## Audience

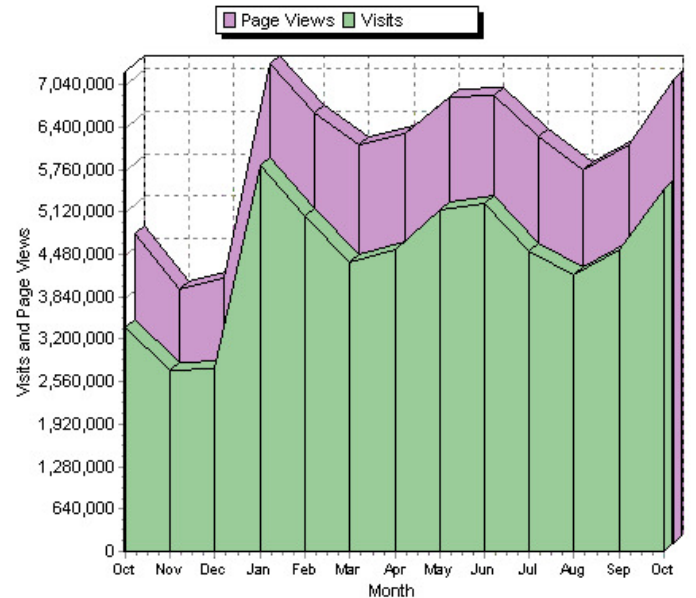
2 million monthly uniques

47% are 18-34

63% are female

## Traffic

Chart view: WEEK MONTH YEAR



## Geographic Distribution

