

Leverage the power

Dummies is the global leader in the reference category and one of the most trusted and highly regarded brands in the world. No longer just focused on books, customers now have access to the dummies content they need in the format they want. Together we'll craft a solution that engages your customers, stands out from the competition, and helps you meet your goals.

Advertising & Sponsorships

Connect with an engaged audience on a powerful multimedia site, and position your message alongside expert how-to content. Dummies.com is a one-stop shop for free, online information and know-how curated by a team of experts.

- Targeted ads
- Video
- Email Marketing
- Microsites
- Sweepstakes sponsorship



20 MILLION
PAGE VIEWS
EVERY SINGLE MONTH

15 MILLION
UNIQUE
VISITORS PER MONTH

43%
OF ALL VISITORS
ACCESS THE SITE
VIA THEIR MOBILE DEVICES

700,000 NEWSLETTER
SUBSCRIPTIONS
TO THE INBOXES OF
300,000 UNIQUE INDIVIDUALS
EVERY WEEK

