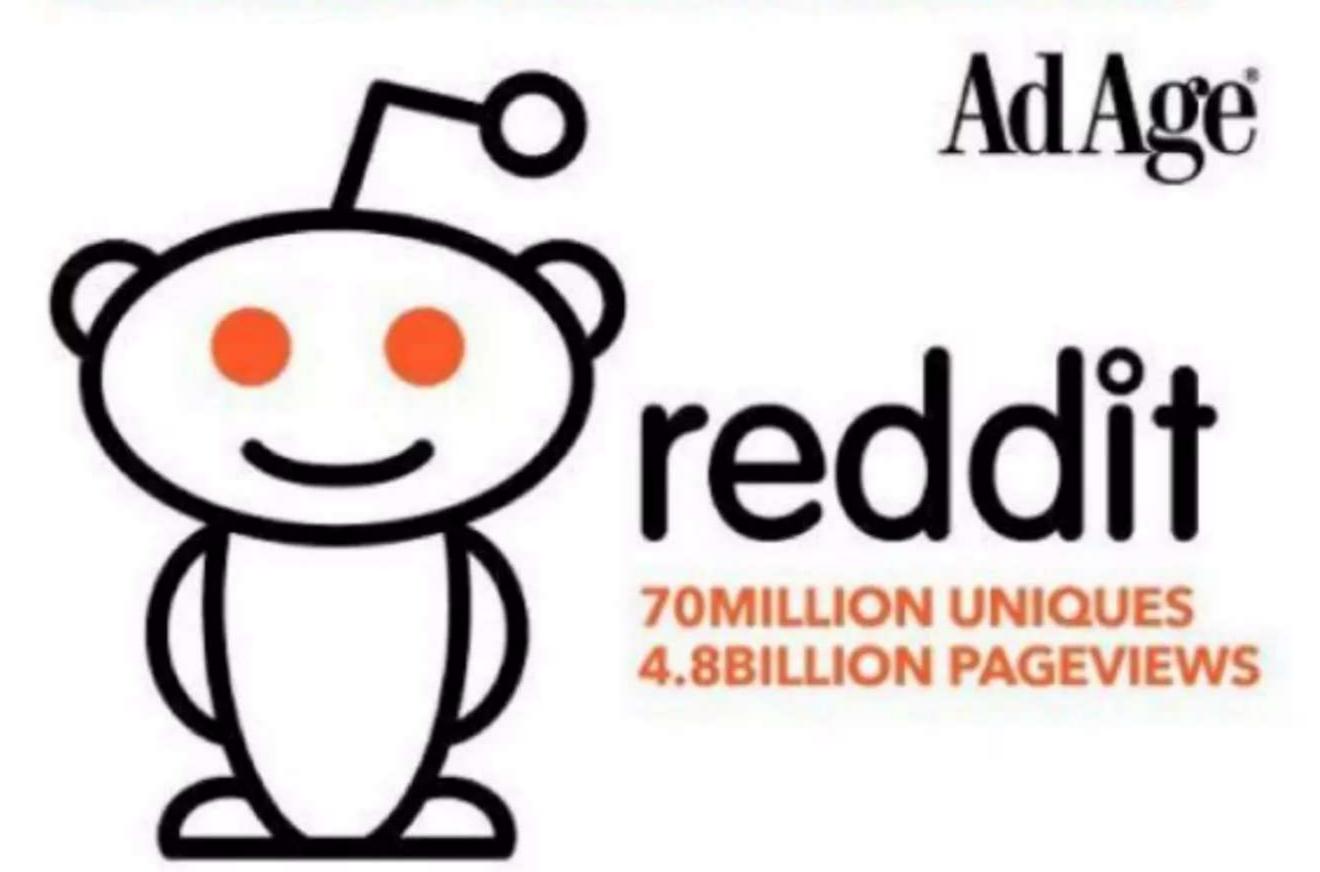




# "REDDIT HAS BECOME, SIMPLY PUT, MAINSTREAM MEDIA."



70 million unique visitors viewed reddit over

5 billion times

The average redditor stays on reddit for almost 20 minutes

And visits reddit more than

3 times per day

Engaging in 5,000+ communities

with multiple posts and comments per day

Everyday, redditors cast nearly

20 million votes

to keep content bleeding edge fresh

reddit is the zenith for social engagement in the internet ecosystem.

Creation. Conversation. Cats.

#### Coming together 100% organically in communities large and small to discuss...well, everything





MALEFASHIONADVICE

#### 250k+ subscribers 175 posts per day 3,200 comments per day 10 million pageviews per month



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## 65K subscribers 181 posts per day 3,000 comments per day 5 million pageviews per month



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#### 318k subscribers 140 posts per day 3,100 comments per day 9 million pageviews per month



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#### redditors are

#### Telling Stories: Sharing Experiences: Driving Conversation

(that you should care about)



#### 130,000 pageviews per month

/r/weddingplanning /r/weddingsunder10k /r/weddings /r/justengaged /r/weddingdress /r/weddingsover10k /r/newlyweds





#### 175,000 pageviews per month

/r/DIY /r/woodworking /r/howto /r/lifeprotips

/r/homeimprovement /r/TodaylLearned reddit
Ad Opportunities

### reddit offers its advertisers a level of engagement no other platform can match.

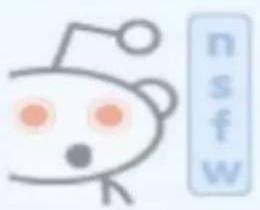


#### Get Your First Pair of Glasses with Lenses FREE at Coastal.com!

to be promoted by achong20

1695 comments share save hide edit reject accept traffic





Not Safe For Wallet. (thisiswhylmbroke.com)

promoted by ThisIsWhyImBroke

NSFW 1101 comments share save hide edit reject traffic





REDDIT: Get dog or cat food/litter delivered to your home with Free Shipping from PetFlow.com. (orders over \$49). We carry over 100 brands like Wellness, Blue Buffalo, Taste of the Wild & Prescription food too. \*US Only (petflow.com)

364 comments share save hide edit reject traffic

accepted sponsored link





#### New Search Engine Duck Duck Go (duckduckgo.com)

promoted 20 days ago by yegg 656 comments share save hide delete traffic

sponsored link

A platform that empowers community storytelling and one on one discussion directly with the exact audience you're targeting.



#### Direct interaction with redditors that care about what you have to say



#### Get Your First Pair of Glasses with Lenses FREE at Coastal.com!

to be promoted by achong 20

1695 comments share save hide edit reject accept traffic



I'm actually interested in buying new frames. I'd also like to thank you guys for supporting reddit by buying adspace instead of underhandedly trying to game reddit to promote your site.

permalink save report give gold reply

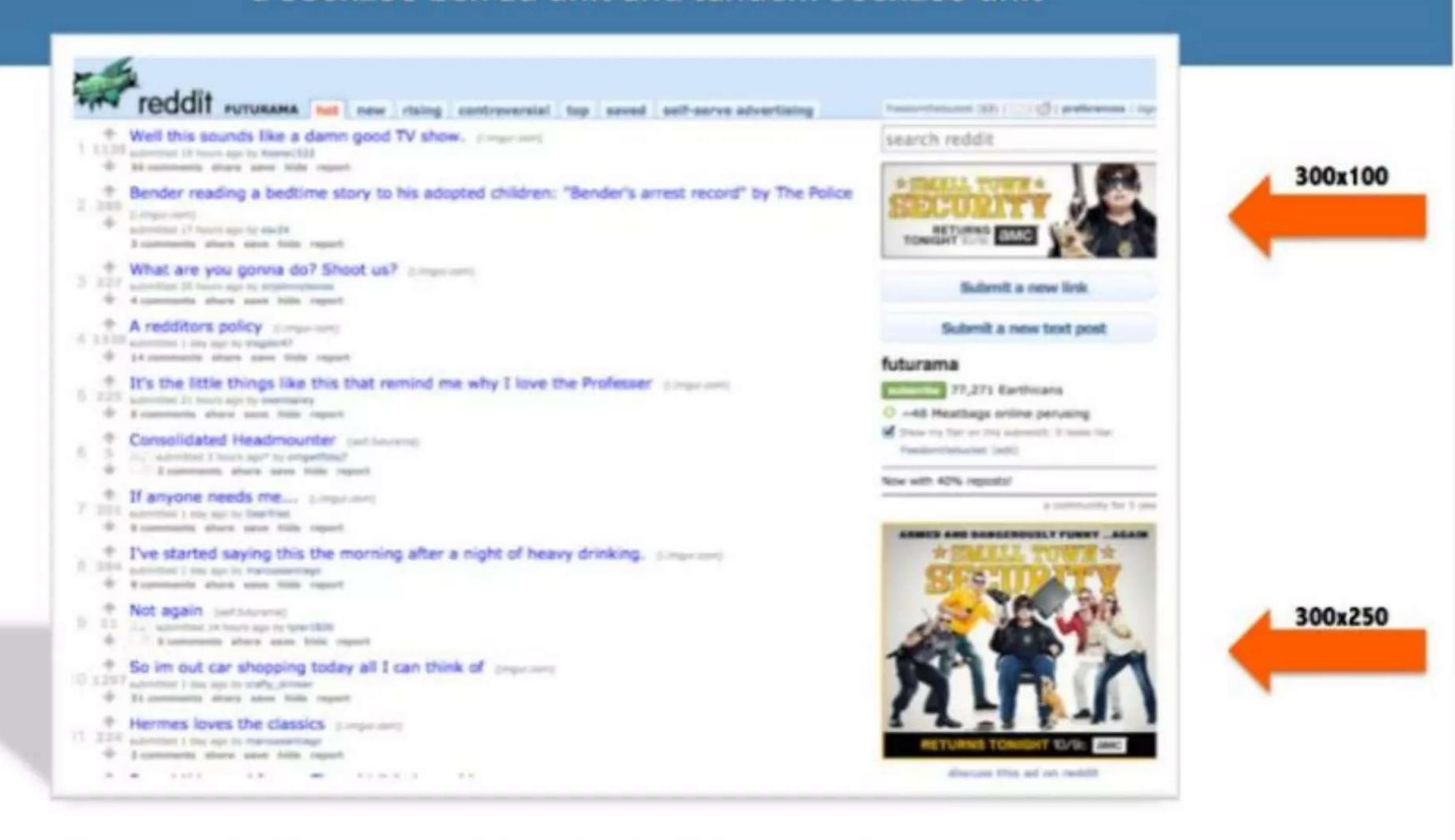
- [-] achong20 [S] 94 points 1 year ago
- cheers, appreciate the feedback, we have a few redditors on our team including myself so we were able to secure budget to run this test and so far have been really successful! thanks to everyone here, we'll continue to support reddit through more sponsored ads as well as helping to build the Coastal.com brand in eyewear permalink save parent report give gold reply

#### Meaningful engagement with brand supporters. Create relationships in front of your eyes.

- Imbed anything into your branded headline—picture, video, livestream, twitter feeds, text/links
- Enable comments for brand interaction real engagement and real-time feedback
- Brand Messaging, Customer Support, Authentic Conversation

#### Takeover a subreddit with our display ads

a 300x250 box ad unit and tandem 300x100 unit



- Hyper targeted to your audience allowing full penetration and engagement
- Lets you include brand messaging, customized layouts, and background colors.
- Above/Below Fold opportunities available



#### Average user time on reddit tv: Approximately 40 minutes



reddit will curate a special channel with nothing but branded content.

reddit will promote your reddit.tv sponsorship with traffic drivers on the frontpage and relevant subreddits reddit will skin the page with whatever brand messaging you want

reddit will include branded content upon initial engagement



#### reddit gifts



World's Largest Gift Exchange

Heavily branded reddit ad campaign surrounding the exchange

Put your brand in front of thousands of people actively looking to make a purchase.

"Brand Safe" reddit engagement that generates overly positive PR

Average # of users in an exchange - 15,000



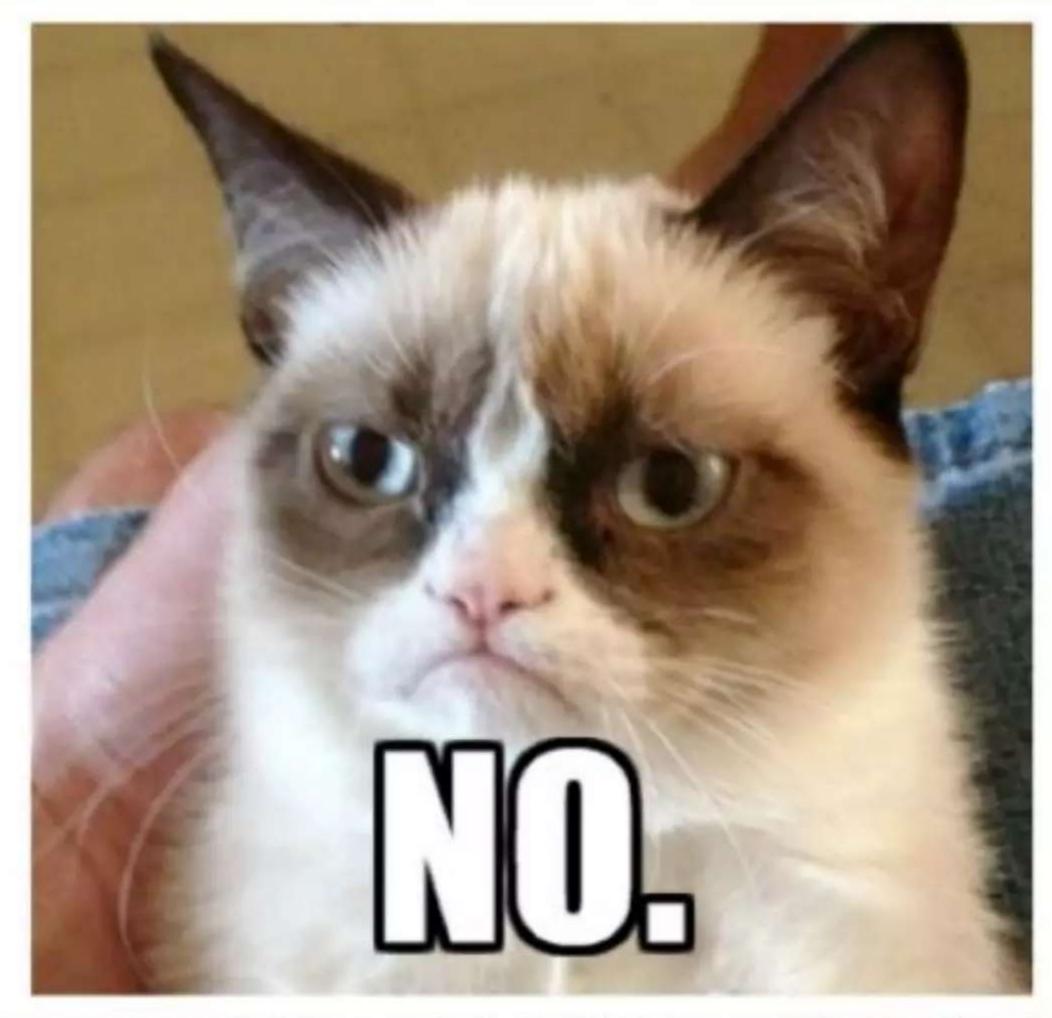








#### So is reddit the answer to all of your marketing needs forever?



But if you have a remarkable campaign initiative, reddit can be transformative.

And with CPM's at only \$.75 for campaigns we are the most aggressive platform in the Internet ecosystem, offering exceptional return for brands that value authentic social conversation





