

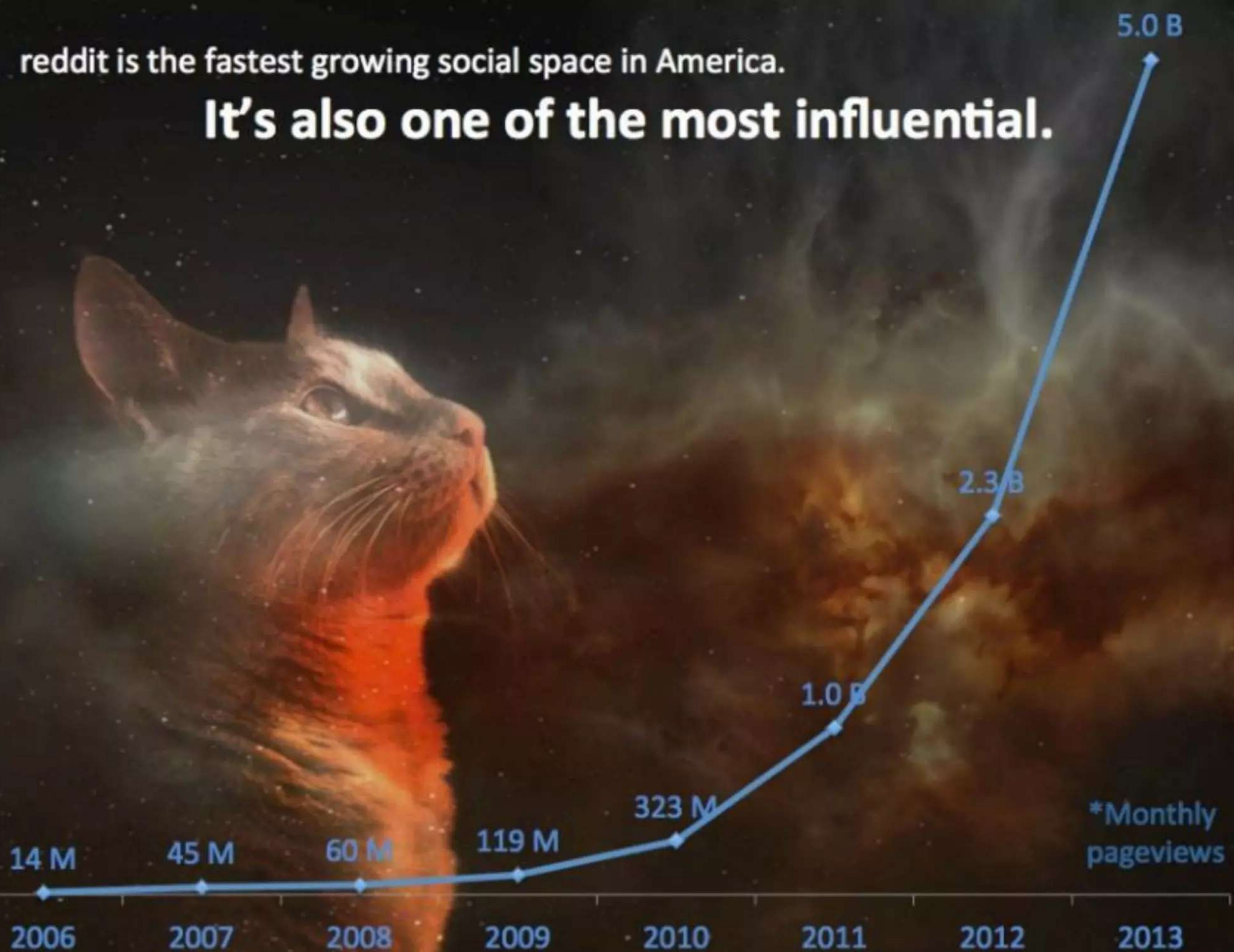
reddit





reddit is the fastest growing social space in America.

**It's also one of the most influential.**





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

*AdAge*<sup>®</sup>



**reddit**

**70MILLION UNIQUES  
4.8BILLION PAGEVIEWS**



Last month  
**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

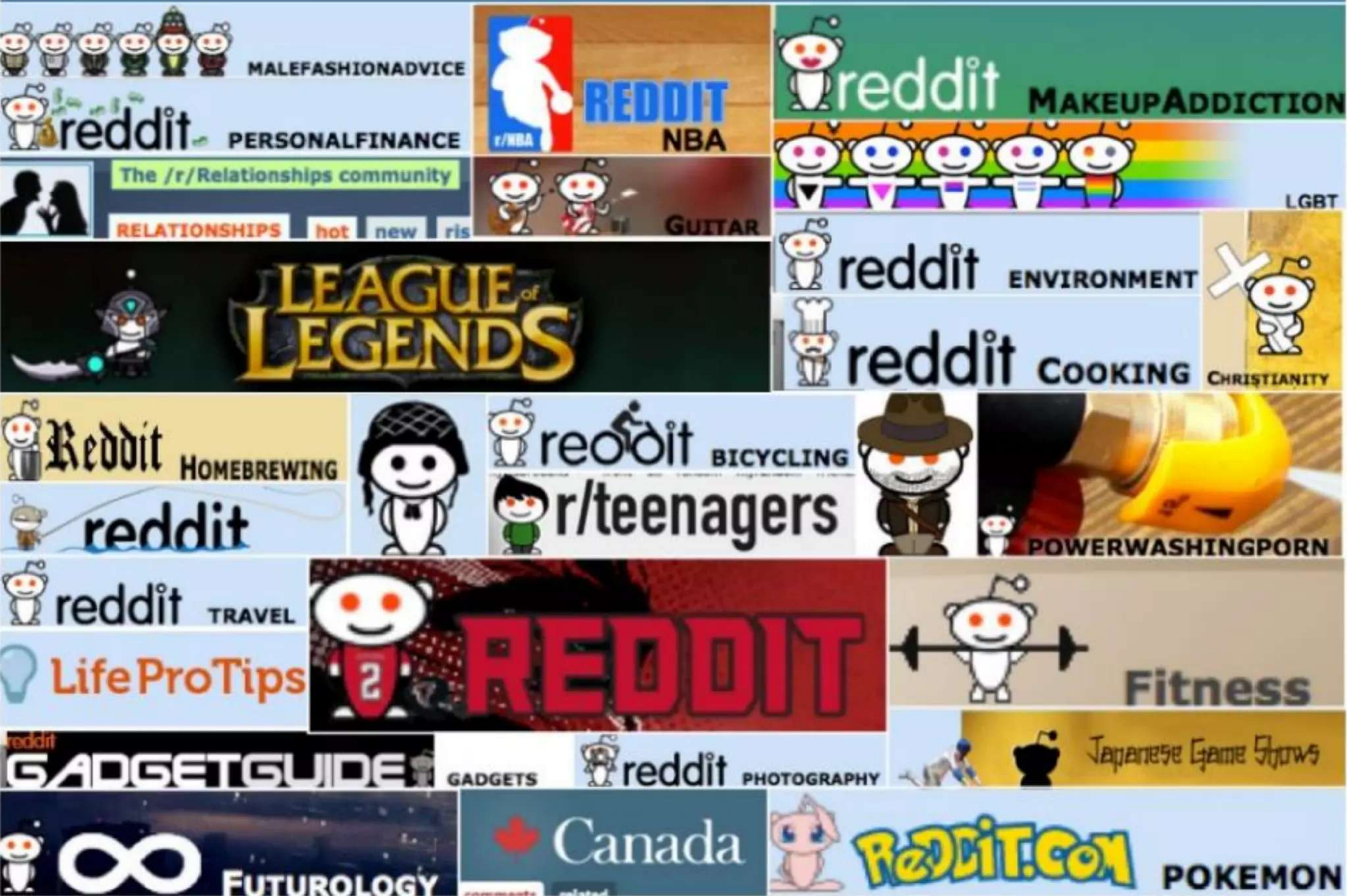
Everyday, redditors cast nearly  
**20 million votes**  
to keep content bleeding edge fresh

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









redditors are

## Telling Stories : Sharing Experiences : Driving Conversation (that you should care about)



**130,000 pageviews per month**

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



**175,000 pageviews per month**

/r/DIY    /r/woodworking    /r/homeimprovement  
/r/howto    /r/lifeprotips    /r/TodayILearned







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

5363



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s  
f  
w

Not Safe For Wallet. (thisiswhyimbroke.com)

promoted by ThisIsWhyImBroke

NSFW 1101 comments share save hide edit reject traffic

102



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)

to be promoted by alexzhard

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.







**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

↑ [-] [shazbotter](#) 162 points 1 year ago

↓ 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

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

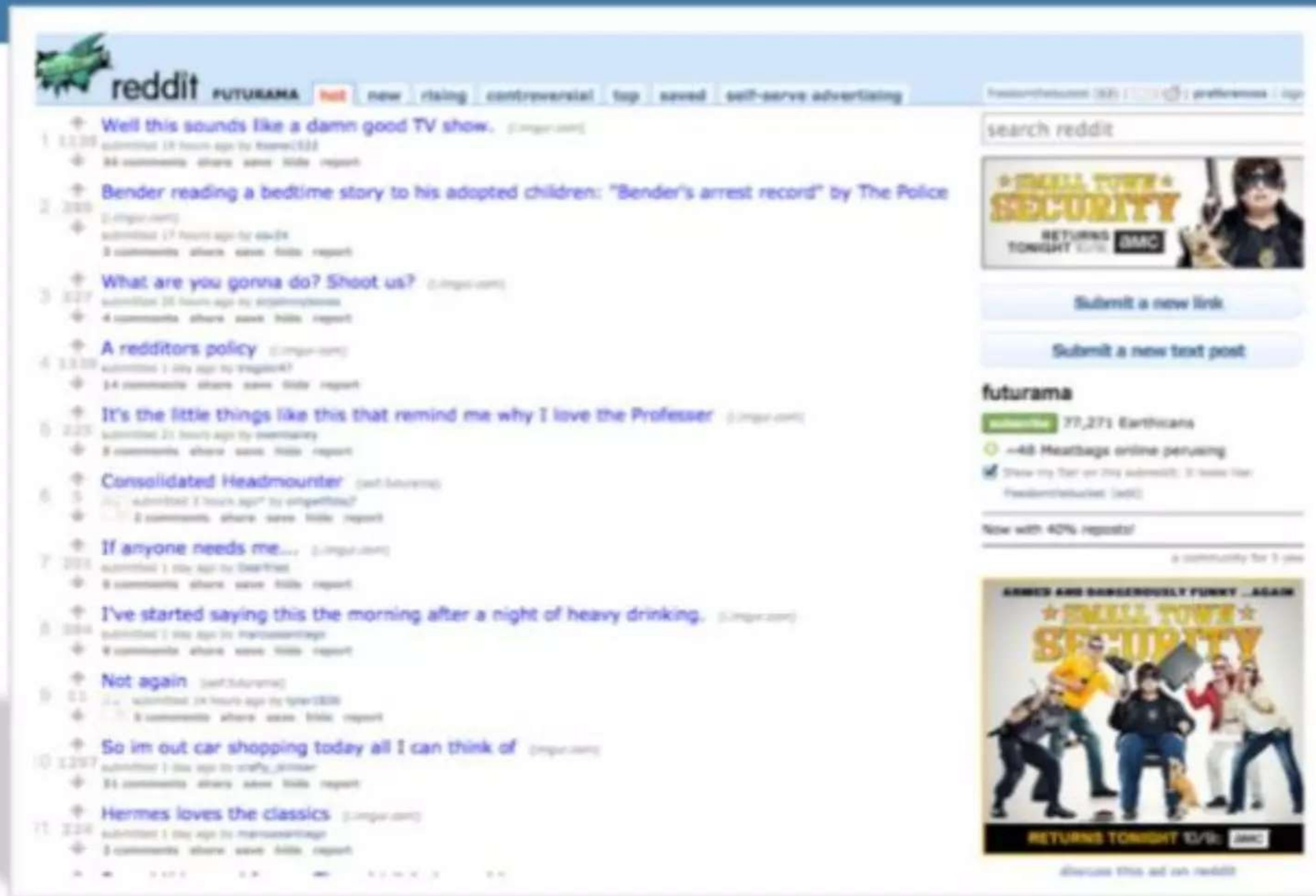
- Imbed anything into your branded headline— picture, video, livestream, twitter feeds, text/links
- Enable comments for brand interaction – real engagement and real-time feedback
- Brand Messaging, Customer Support, Authentic Conversation





# Takeover a subreddit with our display ads

## a 300x250 box ad unit and tandem 300x100 unit



The screenshot shows the Futurama subreddit page. The top navigation bar includes the Reddit logo, the subreddit name 'FUTURAMA', and various sorting options like 'new', 'rising', 'controversial', 'top', 'saved', and 'self-serve advertising'. A list of posts is visible on the left, with titles such as 'Well this sounds like a damn good TV show.', 'Bender reading a bedtime story to his adopted children: "Bender's arrest record" by The Police', and 'What are you gonna do? Shoot us?'. On the right side, there are two display ads for 'Small Time Security'. The top ad is a 300x100 unit, and the bottom ad is a 300x250 unit. Both ads feature the show's title, a character image, and the text 'RETURNS TONIGHT 12/9c'. Below the ads, there is a section for the subreddit 'futurama' with statistics like '77,271 Earthicans' and a list of users online.

300x100

300x250

- 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.

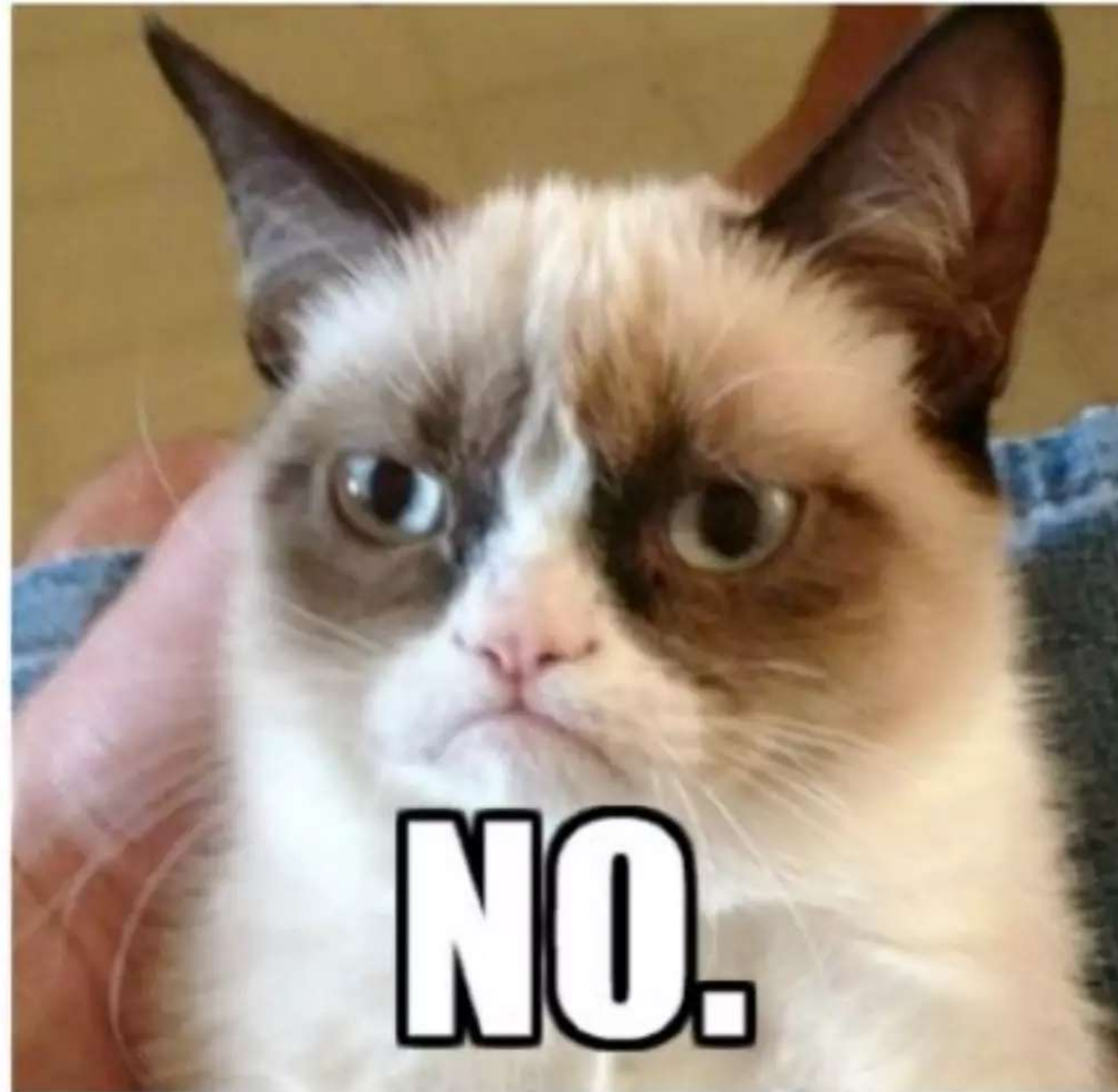
“Brand Safe” reddit engagement that generates overly positive PR

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





reddit is Relevant. reddit is Reliable. **reddit is Real.**





# Summon us. Beastmaster style.

\*Beastmaster themed inquiries accelerate response time

Secretplan  
@reddit.com

