

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®



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

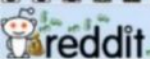
reddit is the zenith
for social engagement in
the internet ecosystem.
Creation. Conversation. Cats.



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



MALEFASHIONADVICE



PERSONALFINANCE



The /r/Relationships community

RELATIONSHIPS

hot

new

ris



REDDIT
NBA



GUITAR



reddit

MAKEUPADDICTION



LGBT



reddit

ENVIRONMENT



reddit

COOKING



CHRISTIANITY



HOMEBREWING



reddit

BICYCLING

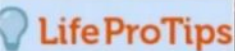
r/teenagers



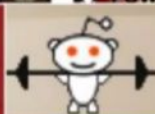
POWERWASHINGPORN



TRAVEL



LifeProTips



Fitness

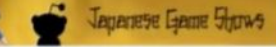


GADGETS



reddit

PHOTOGRAPHY



Japanese Game Shows



FUTUROLOGY



Canada



Reddit.COM

POKEMON

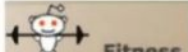
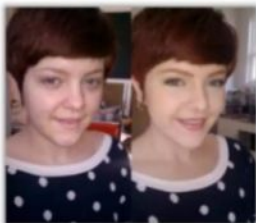


MALEFASHIONADVICE

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



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



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





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
↓



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 alex2hard

364 comments

share save hide edit reject traffic

accepted sponsored link

↑
0
↓



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](#)

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 left sidebar contains a list of posts with titles like '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?'. The right sidebar features two display ads for 'Small Town Security'. The top ad is a 300x100 unit, and the bottom ad is a 300x250 unit. Both ads include the text 'REURNS TONIGHT 8/10' and a 'Watch' button. The subreddit name 'futurama' is visible at the top of the right sidebar.

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



The logo for redditgifts, featuring the word "reddit" in its signature orange font and "gifts" in a blue font, with a small red and white alien head icon above the "t" in "gifts".

redditgifts

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

