

A young man and woman walking in a city street, looking back at each other. The man is wearing a blue plaid shirt and the woman is wearing a light blue sleeveless top. The background is a blurred city street with other people.

**LITERA  
LLY** Media.

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INTERNET COMEDY  
AND CULTURE  
**FOR ALL**

**CRACKED**.COM

eBaum's  
**WORLD**

**CHEEZ**  
burger

**Know Your Meme**



**LITERA  
LLY** Media.

# Meet Literally Media,

the biggest portfolio of digital comedy and culture brands, offering enduring content loved by 40 million people worldwide. We find authentic voices and grow them with an innovative business approach. From funny videos to relevant insights, Literally is the place to go for humor and trending content.

CRACKED.COM

eBaum's  
WORLD

CHEEZ  
burger

Know Your Meme

Literally Media  
is the biggest  
comedy brand  
online... that no one  
has ever heard of

39M+

GLOBAL UNIQUES

100M+

SITE VISITS

200M+

PAGE VIEWS

21M+

FOLLOWERS

85M+

ENGAGEMENTS

300M+

REACH



# Leading The Entertainment Marketplace

## #2 IN HUMOR

COMSCORE - HUMOR - 12/19

MEDIA	TOTAL UV's (000)
Giphy.com	31,610
<b>Literally Media</b>	<b>23,209</b>
The Onion	5,540
Comedy Central	5,251
theCHIVE	4,709
Giveitlove.com	3,815
JibJab Media	3,642
9GAG	2,937
The Babylon Bee	2,830

## Top 50 ENTERTAINMENT PLATFORMS

COMSCORE - ENTERTAINMENT - 12/19

	MEDIA	TOTAL UV's (000)
1.	YouTube	167,958
2.	Penske Media	102,691
...	...	...
10.	<b>Complex</b>	<b>62,744</b>
...	...	...
32.	CNN Entertainment	23,246
<b>33.</b>	<b>Literally Media</b>	<b>23,209</b>
34.	Genius.com	22,876
35.	Google Play Music	22,722



## AUDIENCE METRICS

demographics



**65%+**

AGES 25-44



**60%**

MALE



**60%+**

COLLEGE OR GRAD SCHOOL EDUCATION



**73%**

MOBILE



**24%**

DESKTOP



**3%**

TABLET

## VISITOR FREQUENCY

*Literally Media is a community of loyal & devoted fans*

**43%** Loyal

**38%** Returning



## AUDIENCE INTERESTS



ENTERTAINMENT



TECHNOLOGY & COMPUTING



GAMING



SPORTS



FAST FOOD & ALCOHOL



AUTOMOTIVE



## METRICS



100% **ORGANIC TRAFFIC**



**ORIGINAL EDITORIAL CONTENT**



**IVT BELOW 1%**  
*(IAS publisher average is 1.38%)*



**VIEWABILITY ABOVE 65%**  
*(IAS publisher average is 53%)*



## ADVERTISING OFFERING



**CROSS-PLATFORM,  
HIGH IMPACT DISPLAY ADS**



**NATIVE AD DISTRIBUTION**



**PRODUCT PLACEMENT  
OPPORTUNITIES**



**SOCIAL MEDIA INFLUENCE**



**OUTSTREAM AND INSTREAM  
VIDEO OPPORTUNITIES**

CHEEZ  
burger

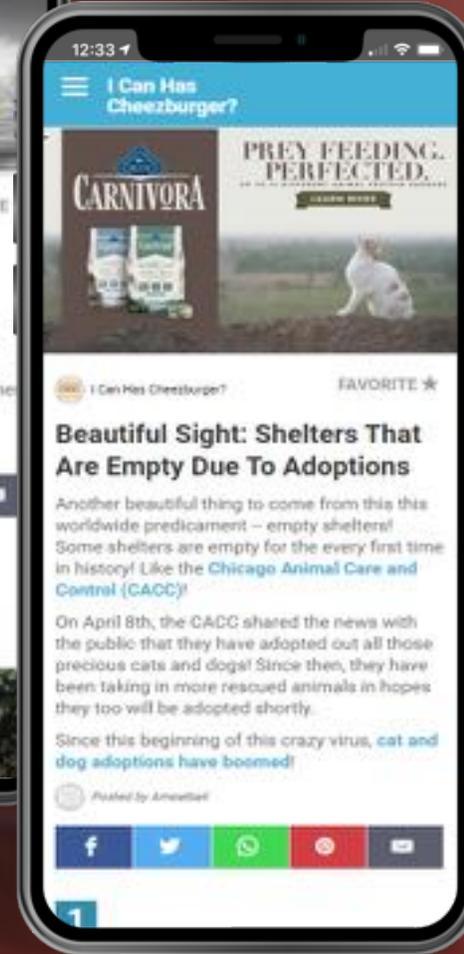
PAGE  
VIEWS | **70M**

GLOBAL  
UNIQUES | **10M**

LITERA  
LLYMedia.

**61%**  
AGES 25-44

**58%**  
FEMALE



**Viral content for everyone.** Cheezburger is a collection of digital funny stuff, with favorite brands like Memebase, Failblog and I Can Has Cheezburger?

# Know Your Meme

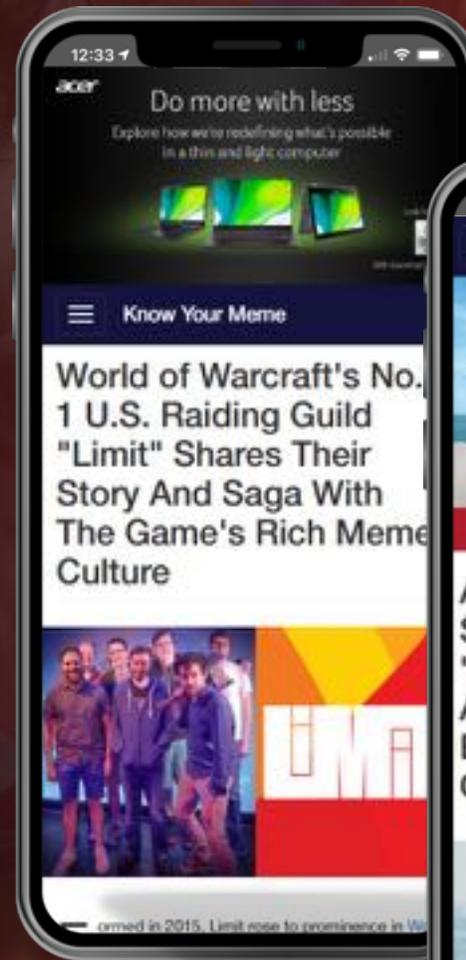
PAGE VIEWS | **54M**

GLOBAL UNIQUES | **16M**

LITERALLY Media.

**67%**  
AGES 18-34

**61%**  
MALE



*The world's largest internet culture encyclopedia and research community.*

*Know Your Meme is dedicated to documenting and explaining the origins, history and evolution of the viral internet.*

eBaum's  
WORLD

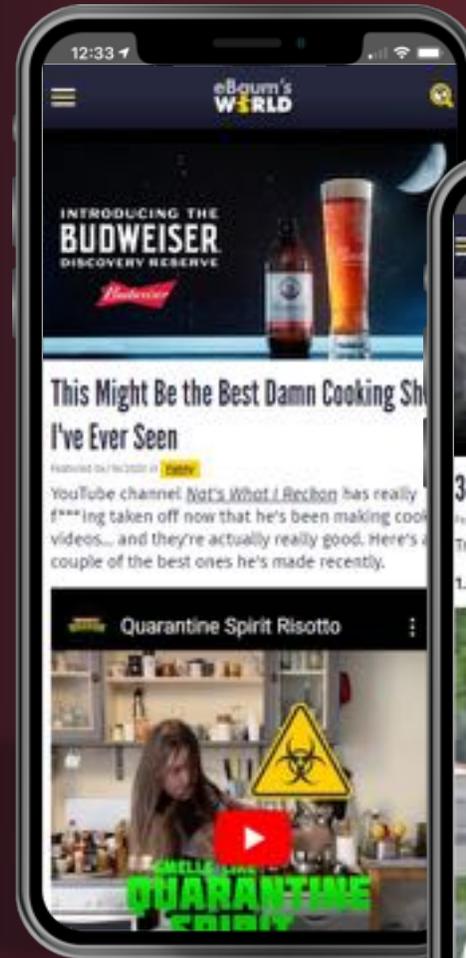
PAGE  
VIEWS | **50M**

GLOBAL  
UNIQUES | **7.8M**

LITERA  
LLY Media.

**65%**  
AGES 25-44

**54%**  
MALE



*The original digital comedy brand. Founded in 2001, eBaum's team and its fans curate the internet's funniest memes, viral videos and images*

**CRACKED.COM**

PAGE  
VIEWS

**30M**

GLOBAL  
UNIQUES

**5.2M**

LITERA  
LLY Media.

**67%**

AGES 25-44

**60%**

MALE



*Informed humor,  
Cracked offers the smart  
take on topics important  
and ridiculous. Deep-  
dive articles engage loyal  
readers with a witty look  
at real life.*

A red circular logo with the text "LITERALLY Media." in white. The word "LITERALLY" is in a larger, bold font, and "Media." is in a smaller font below it.

LITERA  
LLY Media.

A man with a friendly expression, wearing a patterned sweater and a scarf, giving a thumbs up. The text "LET'S WORK TOGETHER" is overlaid in large, white, bold letters.

LET'S WORK  
TOGETHER