



**LITERA
LLY** Media.

INTERNET COMEDY
AND CULTURE
FOR ALL

CRACKED.COM

eBaum's
WORLD

CHEEZ
burger

Know Your Meme

A large red circle containing the text "LITERALLY Media." in white. The background of the entire slide is a collage of various internet meme images, including a screaming face, a grumpy cat, a woman covering her face, and a man with a shocked expression.

**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.

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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
Literally Media	23,209
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.	Complex	62,744
...
32.	CNN Entertainment	23,246
33.	Literally Media	23,209
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

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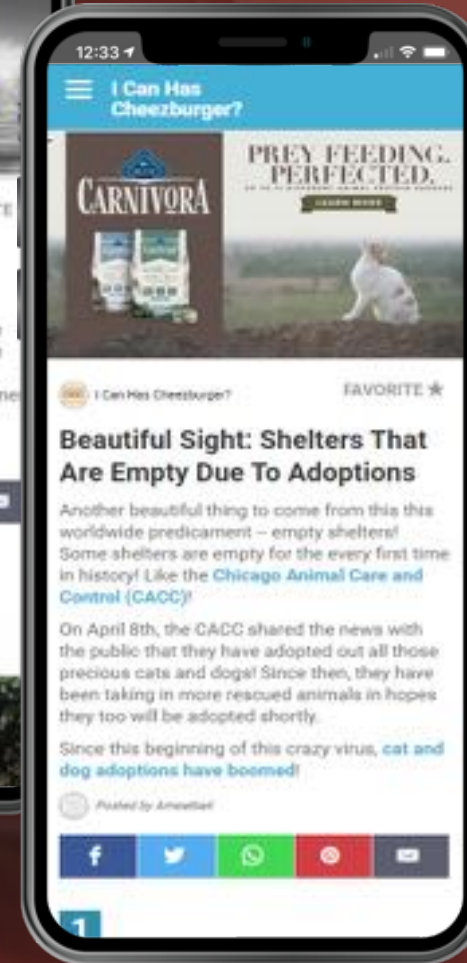
PAGE
VIEWS | **70M**

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

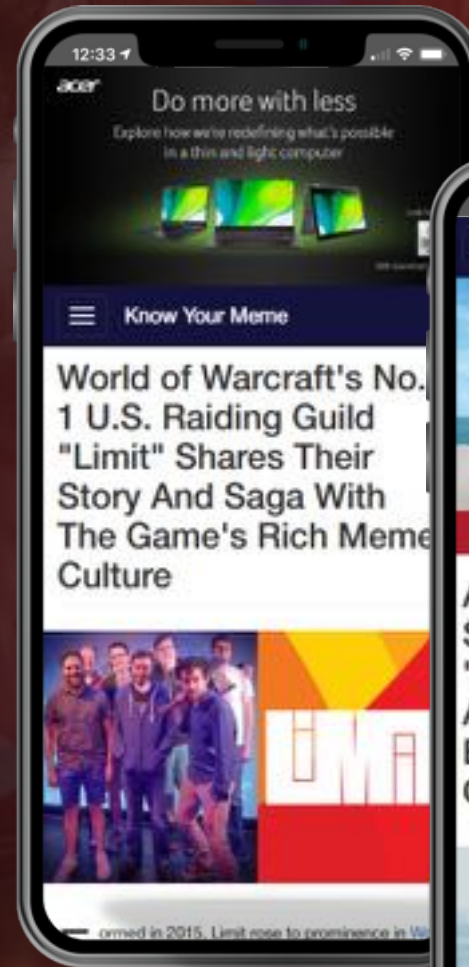
PAGE
VIEWS | **54M**

GLOBAL
UNIQUES | **16M**

LITERA
LLY 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

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PAGE VIEWS | **30M**

GLOBAL UNIQUES | **5.2M**

LITERALLY 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.*

LITERA
LLY Media.

LET'S WORK
TOGETHER