

Raptive is a new kind of media company built for content creators and home to one of the largest and most diverse audiences on the internet.

Raptive combines its position as the world's largest ad management company with a comprehensive suite of monetization, audience, and business solutions that enable creators to turn their passions and talents into thriving independent companies and enduring brands. To date, Raptive has paid over \$2.5 billion to thousands of independent creators.

# By the numbers

#1

in Food, Family, Lifestyle, and Home

# 191M

unique monthly visitors across our creators' sites

5,200

of the world's top digital content creators

# 931M

followers across our creators' social media platforms

**Top 10** 

largest digital property in the US

# Who we are

### Best-in-class team

# 300+ employees

Remote-first company with headquarters in NYC.

Experts specializing in: advertising, technology, partnerships, SEO, email, human resources, sales, marketing, communications, creator development, product engineering, content strategy, operations, data & insights, and more.

# Seats at every table



Google | Certified Publishing Partner









# Awards & accolades

2023

Certified "Great Place to Work"

Google Publisher Data Summit Partner Recognition: Building User Trust

AdExchanger Top 50 Programmatic Power Players

022

Certified "Great Places to Work"

Shortlisted Digiday Media Awards: Best Ad Tech Platform

Shortlisted Digiday Technology Awards: Best Monetization Platform for Publishers

AdExchanger Top 50 Programmatic Power Players

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GCPP Highest Health Score

GCPP CSAT Change Agent Award

GCPP Diversity, Equity, and Inclusion Award

2020

**GCPP Innovation Award** 

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Perfect Health Score

2018

GCPP Customer Service Award

# How we work

# We put creators first in everything we do

We are a strategic partner, helping creators build thriving businesses with their content. We do this by offering a unified and comprehensive solution for monetization so they can focus on building authentic connections with their audiences. And this unlocks a first-of-its-kind opportunity for advertising partners to connect with our amazing creators to create impactful content, engaging media solutions, and more.

# Solutions for creators



#### **Audience**

Industry-leading ad management, direct sales, and new revenue streams, like affiliate platform and commerce content creation.



#### Revenue

SEO, Slickstream and other audience engagement strategies including email and online communities.



#### Business

HR, business coaching, and all the ways we help creators future-proof their business by preparing them to navigate everything from cookies to search to Al.

# Solutions for advertisers

#### Turnkey custom high-impact solutions

Leverage your assets in rich media; add creator content and endorsement in display, social, & shoppable media

#### Performant standard media

Hyper-relevant audience & contextual targeting, video/display, programmatic, direct

#### Contextual takeovers

Subject matter sponsorship-style targeting, tentpole moments, bespoke content packages

#### Ultra premium, higher-touch opportunities

Creator content & experiences, brand integration, product usage across creator platforms

#### Direct path to our inventory

Our high quality and efficiency make your investment work harder

#### **Raptive Represents**

Unlock direct access to premium, diverse-owned media at scale through our partnerships with BOMESI and MAVEN

# Our creators

Get to know some of our household brand names





















# Our creators

# Raptive is home to the authentic voices shaping the future

Creators who partner with Raptive are trendsetters, iconic brands, and charismatic personalities, captivating more than **78% of U.S. audiences** on the sites alone with the power to move and influence culture. The collectively rank #1 in food, family, home, and lifestyle—with a reach of **more than 191M monthly unique visitors** and 931 million followers across social platforms.

The New York Times Best Seller list Sold-out speaking tours

Top television series

Saveur & James Beard Media Awards

Global brand partnerships

Critical acclaim from top press outlets

Coveted product lines

# Company evolution

# 2014

CafeMedia seizes opportunity in programmatic advertising, becoming leaders in the market

# 2018

CafeMedia sells their owned and operated properties to focus on AdThrive and supporting creators

# 2022

CafeMedia acquires Slickstream

# 2024

Creates advocacy platform, centering creators rights to control their content on the open web

Launched Raptive Represents, forming partnerships with BOMESI and MAVEN

### 2007

Launch of Cafemom.com and additional women's lifestyle sites over the next few years

### 2016

CafeMedia buys
AdThrive and the
companies merge.
CafeMedia's superior
programmatic
monetization,
combined with
AdThrive's
customer-first
mentality, has fueled
the company's rapid
growth

### 2021

CafeMedia acquires Topic Remarkable Voices Iaunches which

empowers BIPOC content creators through skills-building and community workshops, inspiring speakers and mentorships to help build brand presence for maximum impact

# 2023

CafeMedia becomes Raptive, and quickly establishes itself as a top 10 global media company

Creators are the future. And together, the future is ours to create.

# Get in touch:

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Downloadable assets