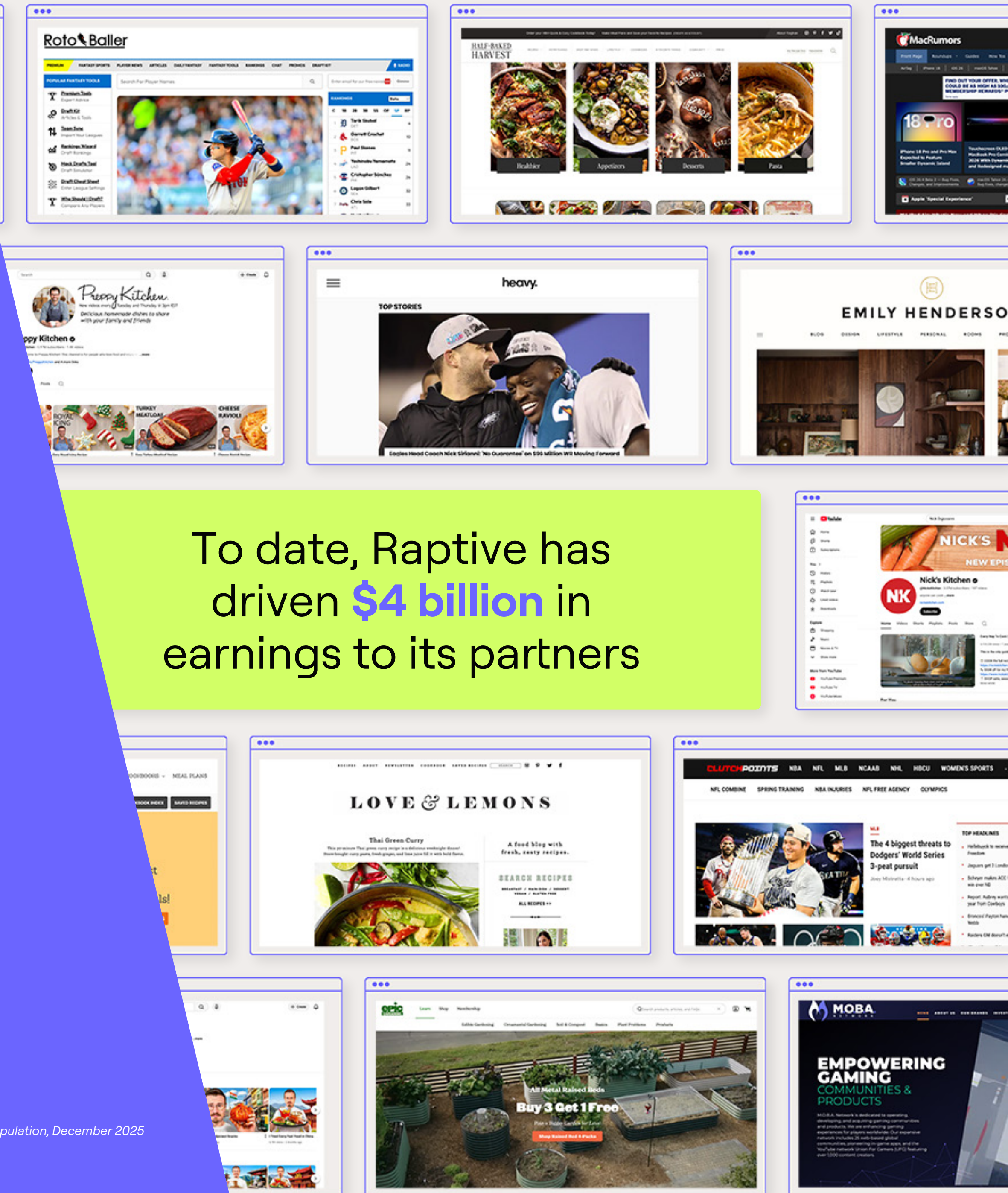


Raptive is a **top 10** global media company powering a network of independent creators, digital publishers, and media brands reaching one of the largest and most diverse audiences on the internet

Raptive, the world's largest ad management platform, combines advanced monetization technology and award-winning human expertise to transform brands into resilient businesses, with a deep commitment to keeping the internet open for all.

Raptive MEDIA KIT

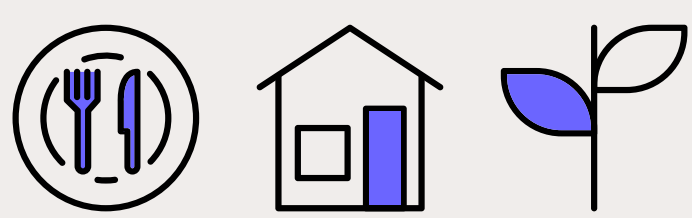
Source: Comscore Media Metrix, Total Digital Population, December 2025



By the numbers

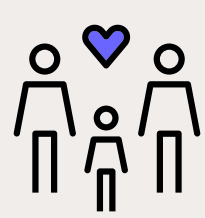
#1

in Food, Home/DIY, & Lifestyle



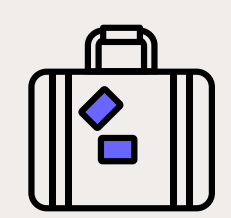
#2

in Family



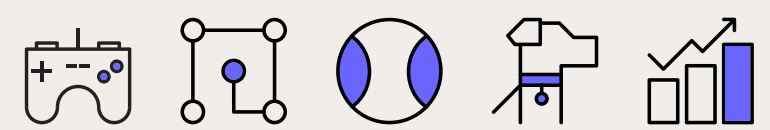
#3

in Travel



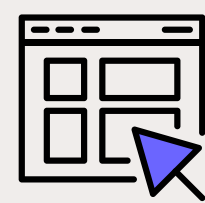
Top 10

in Gaming, Tech, Sports, Pets, and Finance



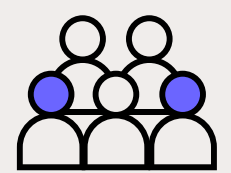
7,000+

of the world's top publishers



224M

unique monthly visitors across our publishers' sites



1.3B

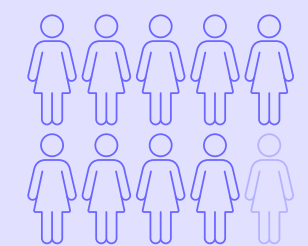
followers across our creators' social media platforms



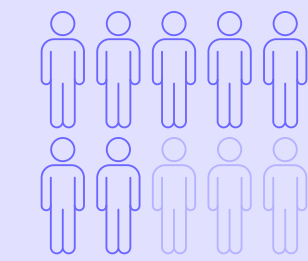
Top 5 largest social audience in the US



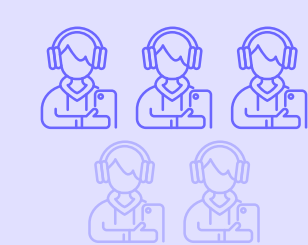
We reach 97% of moms in the US every month



We reach 9 out of 10 women in the US every month



We reach 7 out of 10 men in the US every month



We reach 3 out of 5 of Gen Z every month



We reach 7 out of 10 cross-cultural audiences each month

Source: Comscore Media Metrix, Total Digital Population, December 2025; Comscore Plan Metrix, December 2025, U.S.*

*Sub-categories used for: Family/Family & Parenting; Travel/Travel-Information; Games/Gaming Information; News/Technology News; Financial Services/Financial Services & Advice

Who we are

Best in class team

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, AI, customer service, and more.

Seats at every table



Awards and accolades



How we work

Dedicated to powering the future of media

Raptive is the technology and media company built on premium media, trusted creators and publishers, and real human behavior. We partner with thousands of creators, publishers, and leading media companies to grow stronger businesses through technology, strategic partnership, and intelligence. A top 10 global digital media company, Raptive reaches more than 224 million monthly users and has paid out more than \$4 billion to creators and publishers.

Publisher solutions



Performance

Ad optimization is just the beginning. Raptive's proven AI-driven tech and data intelligence take you from metrics to momentum, fueling the highest RPMs and pageviews.



Partnership

Work with an award-winning team of specialists who know your business and deliver proactive collaboration and strategic clarity throughout industry shifts.



Advocacy

We actively champion the open internet, fighting for the protection of original content and policies that support a sustainable future for creators and publishers.

Advertiser solutions

Turnkey custom high-impact solutions

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

Performant standard media

Hyper-relevant audience and 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 and experiences, brand integration, product usage across creator platforms

Direct path to our inventory

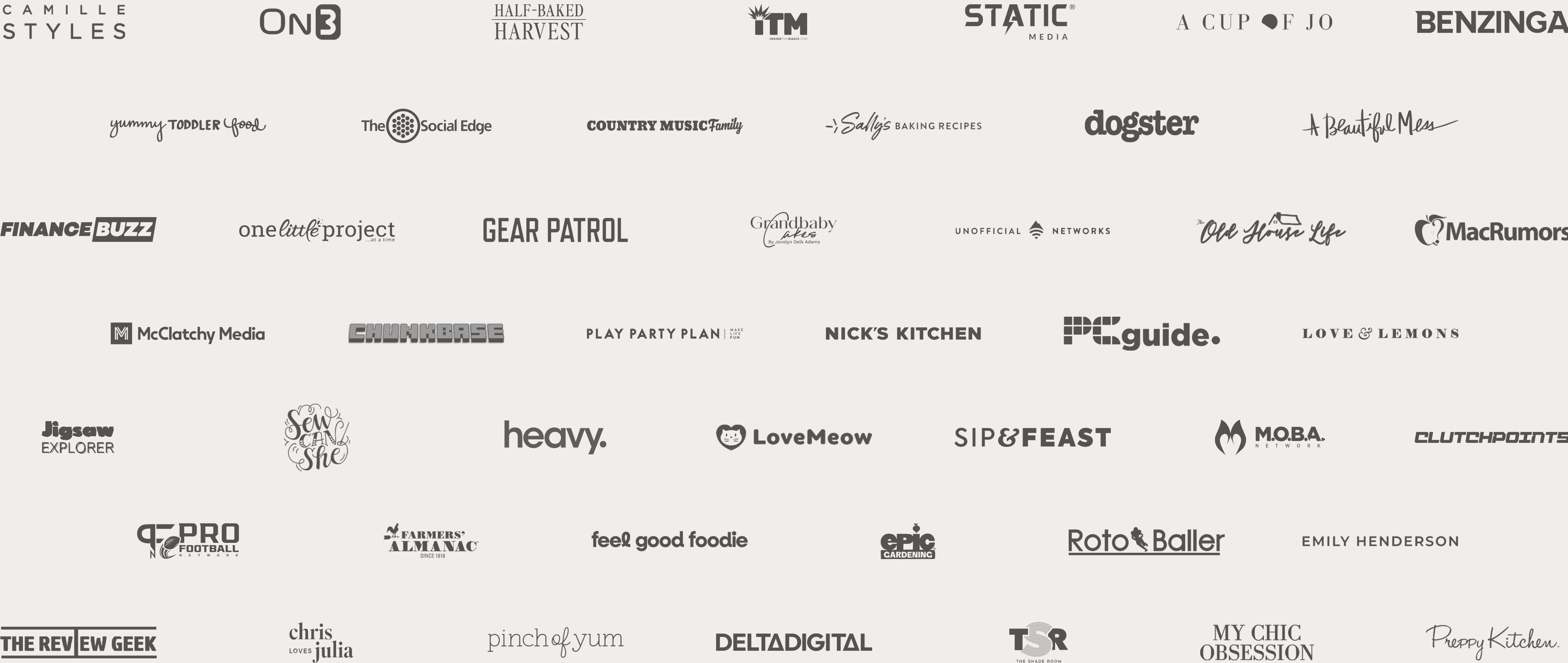
Our high quality and efficiency make your investment work harder

Raptive Represents

Unlock direct access to premium, diverse-owned media at scale through partnerships with BOMESL, Maven, Sertify, and TripleLift

The Raptive network

Get to know some of our household brand names



Industry acclaim

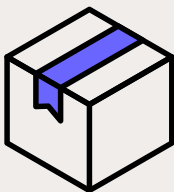
Raptive partners with some of the world’s most influential creators and publishers—leaders who command attention, cultivate deeply engaged communities, and drive meaningful impact. Their influence extends far beyond their platforms, building enduring brands that spark conversation and shape the industries they lead.



New York Times Best Sellers

NYT bestselling cookbooks
Half Baked Harvest
Love and Lemons
Natasha’s Kitchen
The Mediterranean Dish
The Woks of Life
What’s Gaby Cooking

Skinnytaste
Sally’s Baking Addiction
Broma Bakery
Styled by Emily Henderson
Pizza Night by Alexandra
Stafford



Consumer product lines and retail expansions

Dalkin & Co Spices (What’s Gaby Cooking)
Oath Oats (Feel Good Foodie)
Wholesome Yum’s sweeteners, sugars & mixes



Global brand partnerships with Fortune 500 advertisers

Snif Candle (Half Baked Harvest)
Anthropologie home line (The Mediterranean Dish)
Home Chef Box Collabs
Half Baked Harvest
Feel Good Foodie



Award-winning editorial excellence, including Saveur and James Beard Media Awards

James Beard Nominee The Woks of Life	Saveur Awards The Woks of Life Feasting at Home Love and Lemons Half Baked Harvest
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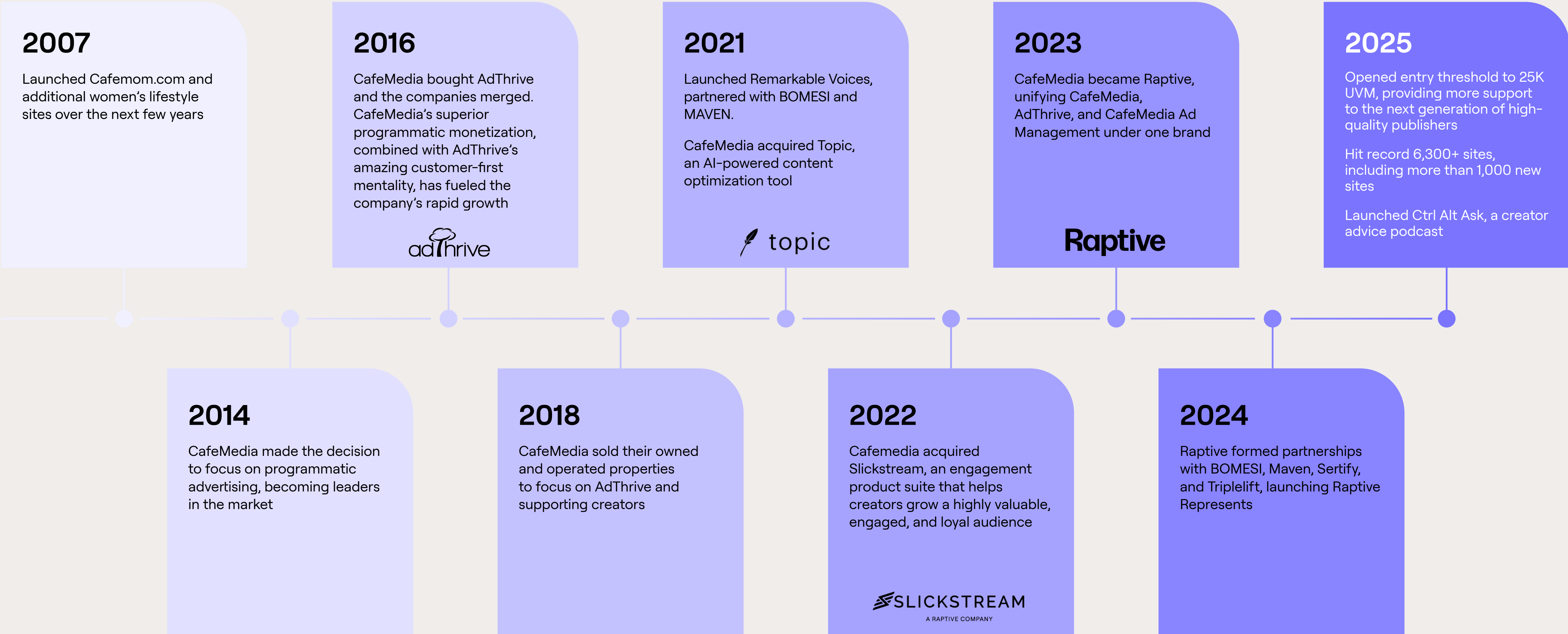


Sold-out speaking tours and live experiences



Critical acclaim from leading national press

Company evolution



Raptive

Let's *power* the future
of media together

Get in touch:

press@raptive.com

Downloadable assets

Raptive brand guidelines