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.

To date, Raptive has driven **$4 billion** in earnings to its partners



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



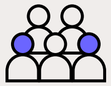
Top 10
in Gaming, Tech, Sports, Pets, and Finance



6,500+
of the world's top digital content creators



224M
unique monthly visitors across our creators' sites



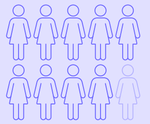
1.3B
followers across our creators' social media platforms



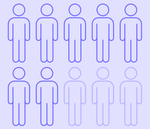
Top 5 largest social audience in the US



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

Prebid · W3C · iab. TECH LAB · Google | Certified Publishing Partner · DIGITAL ADVERTISING ALLIANCE

Awards and accolades

2018

GCPP Customer Service Award

2019

Perfect Health Score

2020

GCPP Innovation Award

2021

- GCPP Highest Health Score
- GCPP CSAT Change Agent Award
- GCPP Diversity, Equity, and Inclusion Award

2022

- 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

2023

- Certified "Great Place to Work"
- Data Summit Partner Recognition: Building User Trust
- AdExchanger Top 50 Programmatic Power Players

2024

- AdExchanger Programmatic Power Player 2024
- Certified Great Place to Work 2024

Shortlisted:

- Digiday Technology Awards: Best Monetization Platform for Publishers
- AdExchanger Awards: Best Account Support by a Technology Company
- Shorty Impact Awards (3)

2025

- Jounce 2025 Sentiment Report: #1 trusted sales house
- Certified Great Place to Work 2025
  - Best Workplace in New York
  - Best Workplace for Women
  - Best Medium Workplace
- 2025 SABRE Awards North America winner: "Keep It Real" campaign

How we work

We put content creators first in everything we do

Raptive enables creators and publishers—from rising brands to household names—to accelerate revenue, expand their audiences, and strengthen their business. Our commitment to an open internet ensures that we remain the premium partner for advertisers seeking authentic engagement at scale.

Creator & 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

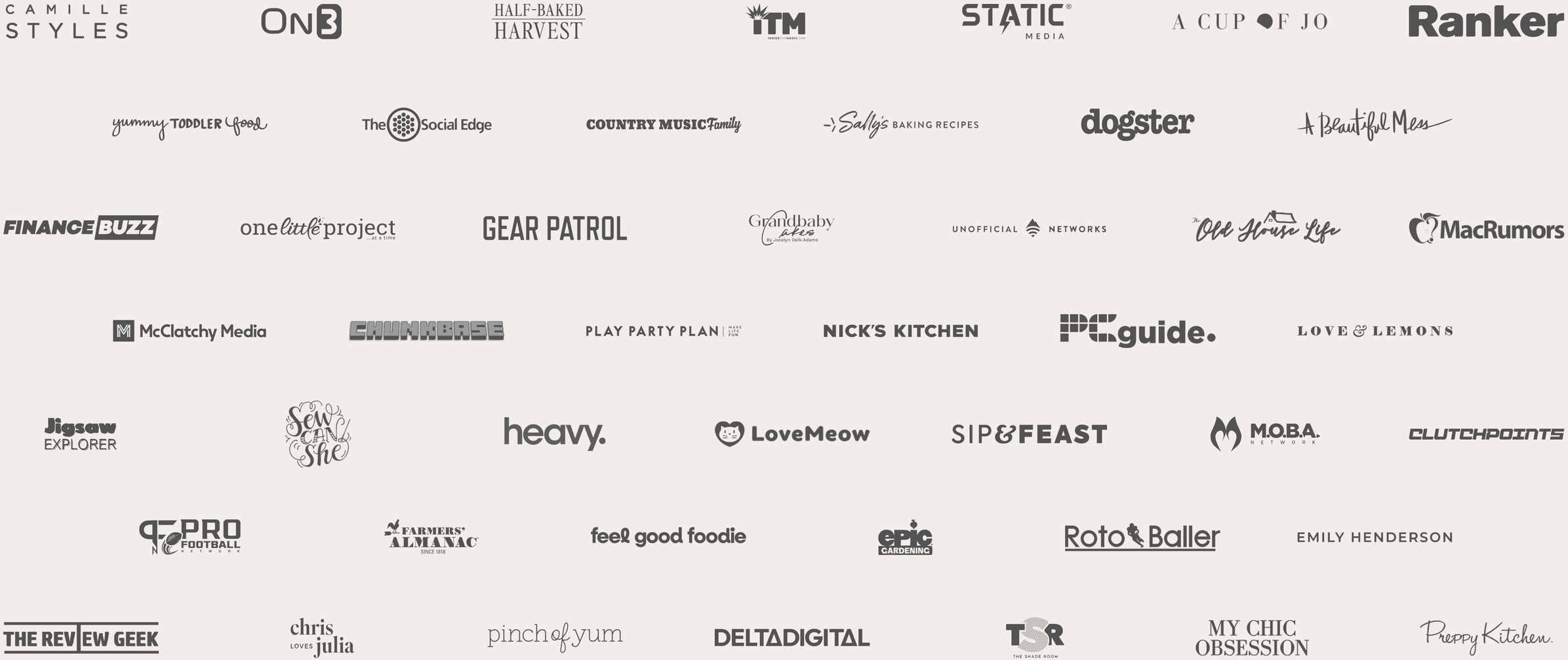
Our high quality and efficiency make your investment work harder

Raptive Represents

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

Sold-out speaking tours and live experiences

Critical acclaim from leading national press

Company evolution

2007

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

2014

CafeMedia made the decision to focus on programmatic advertising, becoming leaders in the market

2016

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

adThrive

2018

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

2021

Launched Remarkable Voices, partnered with BOMESI and MAVEN.

CafeMedia acquired Topic, an AI-powered content optimization tool

topic

2022

Cafemedia acquired Slickstream, an engagement product suite that helps creators grow a highly valuable, engaged, and loyal audience

SLICKSTREAM
A RAPTIVE COMPANY

2023

CafeMedia became Raptive, unifying CafeMedia, AdThrive, and CafeMedia Ad Management under one brand

Raptive

2024

Raptive formed partnerships with BOMESI, Maven, Sertify, and Triplelift, launching Raptive Represents

2025

Opened entry threshold to 25K UVM, providing more support to the next generation of high-quality publishers

Hit record 6,300+ sites, including more than 1,000 new sites

Launched Ctrl Alt Ask, a creator advice podcast

Raptive

Let's *power* the future of media together

Get in touch:
press@raptive.com

Downloadable assets

Raptive brand guidelines