

REDDIT: Home of the Hyper Influencer



“Changing how millions of users find, consume and share news content.”

—Reddit User

TODAY'S FRONT PAGE OF NEWS

Reddit is more than just a news site—it allows educated individuals to share information, influence their peers, and engage with a like-minded community. These users utilize Reddit to spread the word on what's new and interesting. Advertising on Reddit provides an opportunity to join the conversation and tap into the word-of-mouth influence of these information connectors. From high click-through-rate generating sponsored headlines to bespoke community development, Reddit's unique offerings drive conversation and generate buzz for your brand.

AT A GLANCE

■ Average Monthly Traffic

Uniques	7.2 million
Page Views	158 million

Source: Internal Publisher's Data, Jul. – Dec. 09

■ Passionate Community

“What really motivates me to become an 'arbiter of cool' is the fact that thousand upon thousands of people are viewing the content which you submit. You take great pride in potentially influencing the way people feel or act about a certain event or issue,”

—Reddit User

■ Demographics

Male	85%
Average age	28
Median HHI	\$75,700
College/post graduate degree	51%

Source: NetRatings MEGAPANEL Sept09/S09

■ Engaged and Influential Consumers

Would recommend reddit to others	98%
Recommend products they have good experiences with	97%
Like to keep up to date with tech, business and culture	97%
Advise their friends and family on tech purchases	93%
Prefer products with the latest technology	89%
Would consider purchasing products advertised on Reddit	83%
Consider themselves to be early adopters	77%

Source: Online User Survey, 2009

For more information, please contact your Account Executive or **Andrew Gorenstein, National Advertising Director** at 212 286 6513 or Andrew_Gorenstein@condenast.com



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MY REDDITS ▾ PICS - REDDIT.COM - POLITICS - FUNNY - WTF - SCIENCE - WORLDNEWS - GAMING - PROGRAMMING - ATHEISM - IAMA - APPLE - TLDR - NONPROFIT - DRAGON/ EDIT »

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promoted 15 hours ago by wbnads
7 comments share save hide report ban edit unpromote traffic
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submitted 7 hours ago by mcpetrone to politics
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3 813 European Parliament has blocked agreement that allows US anti-terror officials to monitor Europeans' bank transactions (news.bbc.co.uk)
submitted 7 hours ago by gIowingsheep to worldnews
213 comments share save hide report

5 382 I don't think they make nerds any nerdier than this. (imgur.com)
submitted 5 hours ago by HellSD to funny
447 comments share save hide report

6 763 So my parents look out their door this afternoon to find this in their front yard [PIC] (imgur.com)
submitted 9 hours ago by bennysaurus to WTF
369 comments share save hide report

7 314 Old NES System and 5 games sell for 13,000+ on Ebay! (boingboing.net)
submitted 4 hours ago by SoNotCool to gaming
161 comments share save hide report

8 453 Glenn Beck is rewriting American history, attributing made up quotes about Christianity to founding fathers (youtube.com)
submitted 7 hours ago by BaudilROCZ to atheism
119 comments share save hide report

10 162 Chemistry software company revokes licenses of scientists who publish papers analyzing its effectiveness. (bannedbygaussian.org)
submitted 6 hours ago by FlyingBishop to science
25 comments share save hide report

15 A Dream to Rebuild New Orleans: Young High School Teacher Raises Over \$1 Million to Build a Field of Dreams in the 9th Ward (ow.ly)
submitted 6 minutes ago by givezooks to nonprofit
comment share save hide report

16 Nelson Mandela Freed 20 Years Ago: Where Were You When You Heard The News? (huffingtonpost.com)
submitted 6 hours ago by BlueOrange to nonprofit
5 comments share save hide report

18 My 1st grade daughter made this for her christian friend who told her she was going to hell (via @TonyMillionaire creator of Drunky Crow) (imgur.com)
submitted 6 hours ago by JohnHyperion to atheism
71 comments share save hide report

Wow. DnD on Surface. Just... yes. (news.cnet.com)