



Everipedia
www.everipedia.com

Reinventing the online encyclopedia
for the modern age.

To Advertise, Contact:

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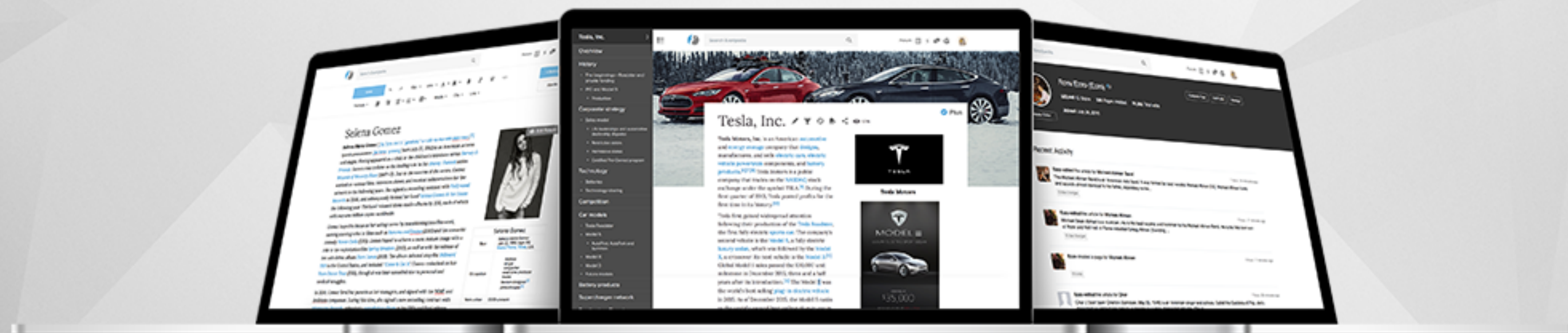
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Everipedia
Media Kit 2017



Everipedia is the next step in the evolution of the online encyclopedia.

Everipedia’s mission is to bring a new and innovative modern take on the online encyclopedia. Rebuilt from the ground up with modern design & functionality, our interface puts more emphasis on easier editing, more social tools and more media. In addition to functionality and design, the site also already contains over 6 million wiki articles, currently making it the largest English encyclopedia by content in the world.

“There is room to do to Wikipedia what Wikipedia did to Britannica.” - Paul Graham

As seen in





Everipedia by the Numbers



3 Million Unique Monthly Users
200,000 Returning Monthly Users
6.5 Million Wiki Articles
13,000 Contributors

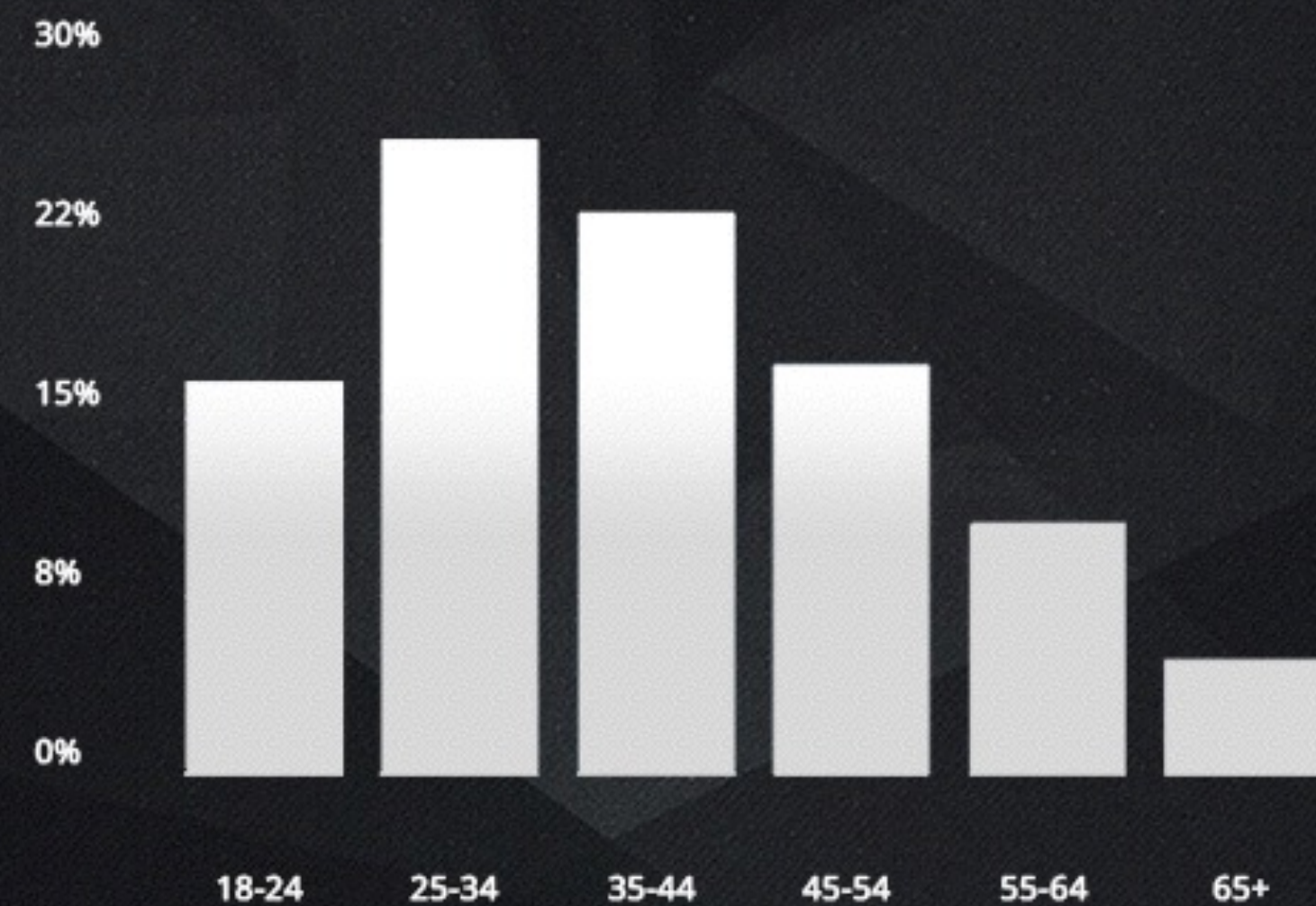


13 Million Ad Impressions per month
1+ Minute Average Session Time



80% Mobile Traffic
Mobile users are 2x more likely to click on ads than desktop users.

Millennials dominating demographic



United States makes up 72% of traffic



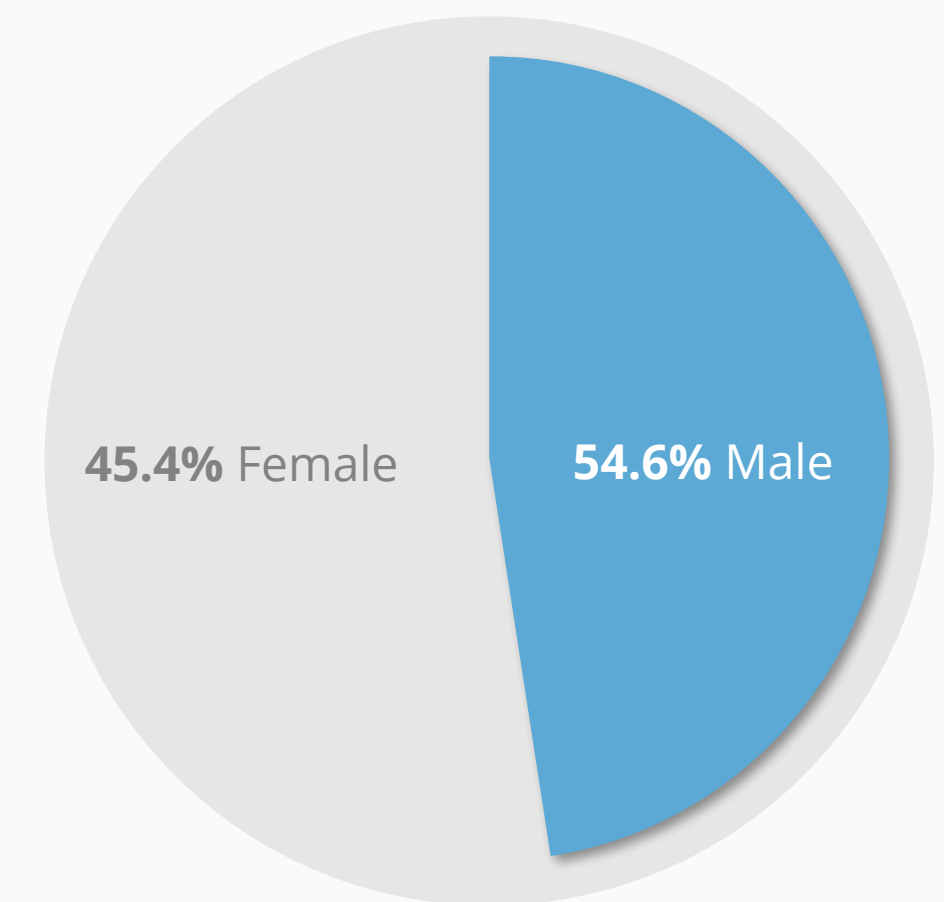
Audience

With an Encyclopedia built for the future, it's no wonder that our main user demographic is mainly comprised of **millennials aged 18-39**, with almost an **equal amount of males and females** using our platform. Over **80% is from English speaking countries** with the U.S. alone making up over 70%.

Top Countries

- 1. United States (72.25%)**
2. Canada (3.46%)
3. United Kingdom (3.45%)
4. India (2.13%)
5. Germany (1.52%)
6. Australia (1.46%)

Gender



Past Sponsors

Join a wide range of companies that have already chosen to advertise on Everipedia



Above the fold specifications

We offer above-the-fold sticky/adhesion ads on both mobile and desktop.



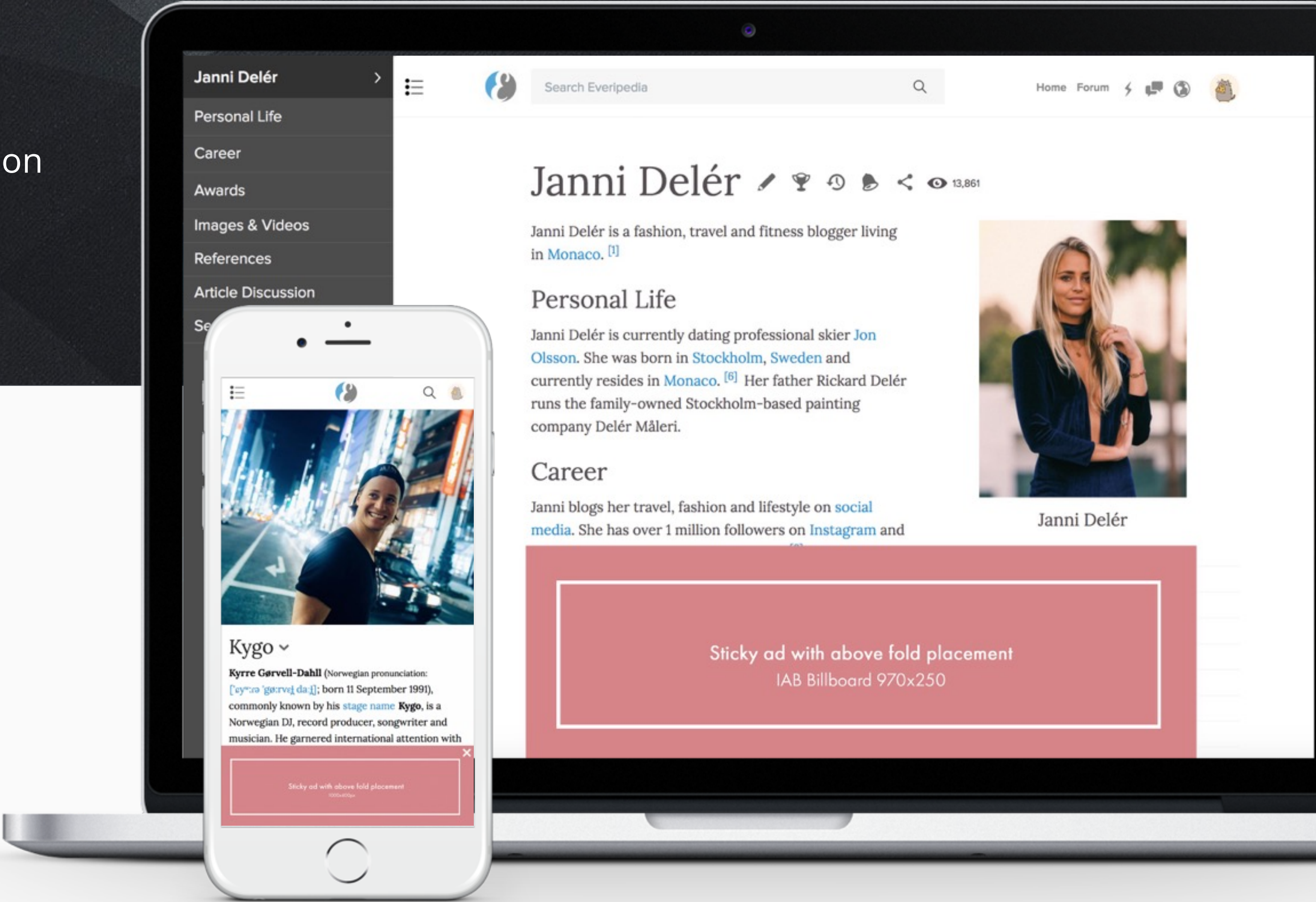
Sticky Desktop Placement

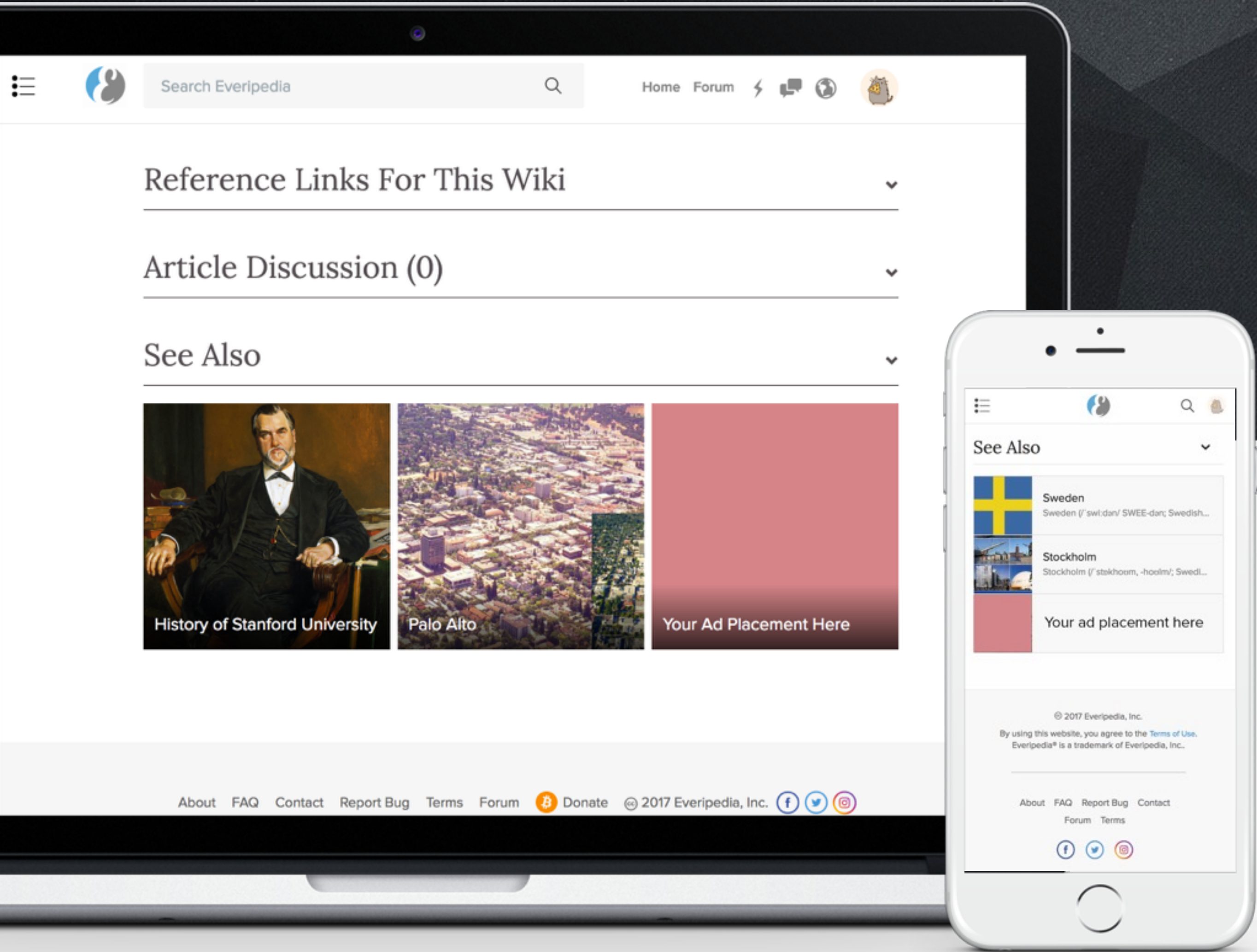
We offer site-wide 970x250 sticky placements for desktop. Please contact us for net CPM and more information.



Mobile Adhesion Placement

We offer site-wide mobile adhesion units. Contact us for net CPM and more information.





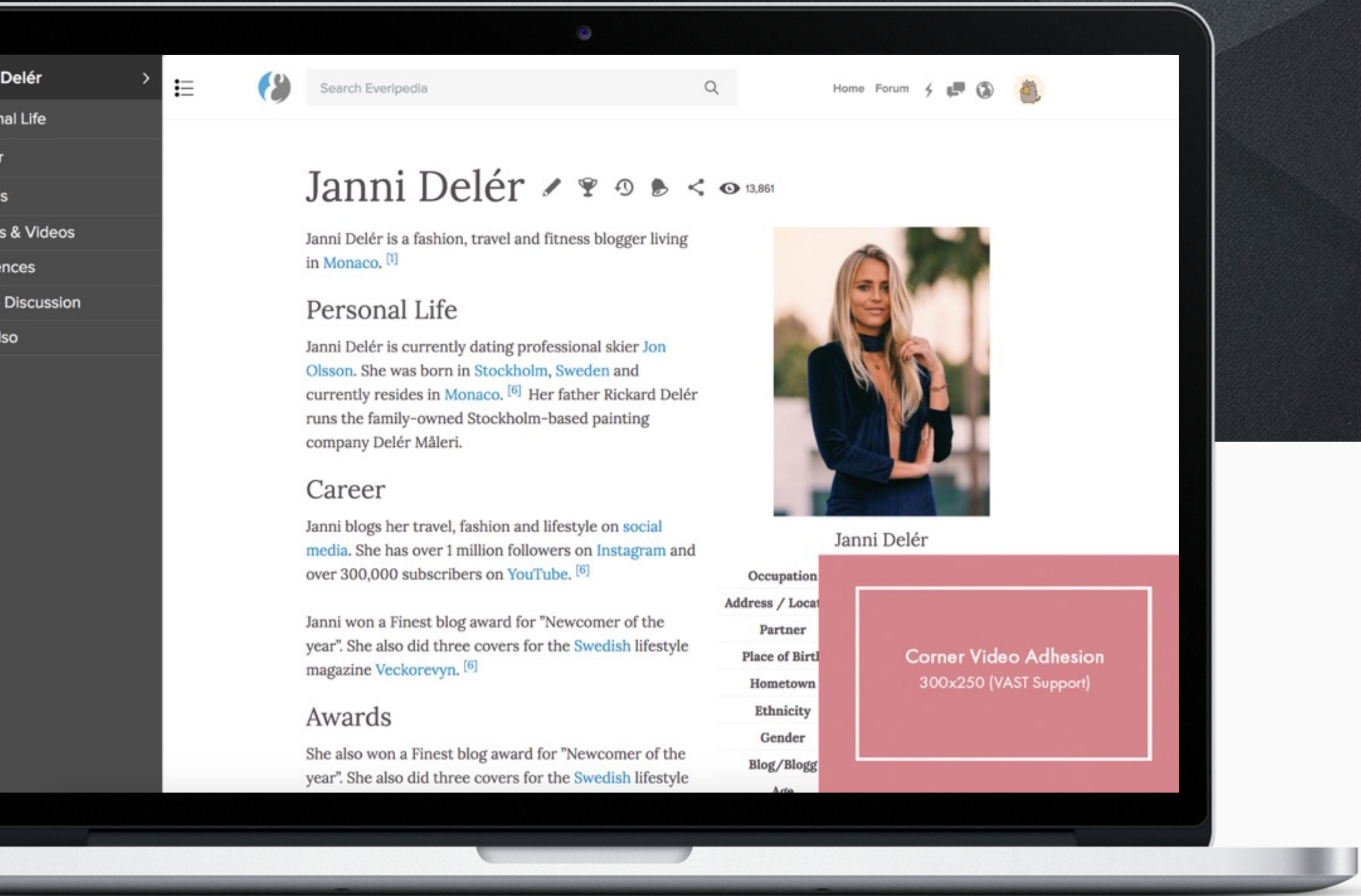
“See Also” Advertising Specification

Place a link to your company’s Everipedia page inside the “See Also” section of over 6 million articles for a limited time.



Need help creating an Everipedia page for your business?

Our in-house editors can help you write and design a professional wiki article for your business, or answer any questions you may have.



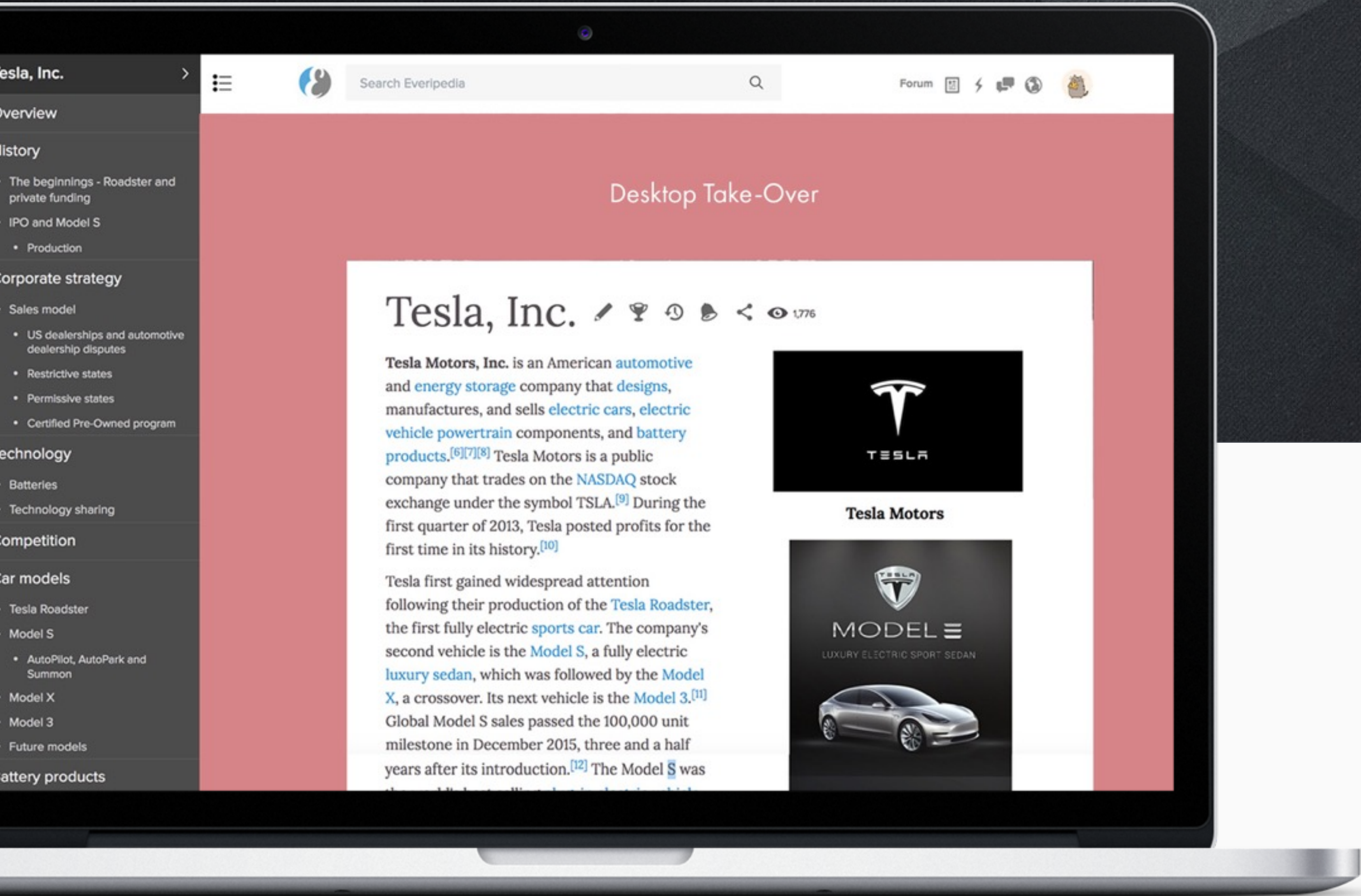
Corner Video Adhesion

We offer corner video adhesions in 300x250 with VAST support.



Video ads drive engagement

Studies show 60% of people prefer watching video over reading text, it has also been proven to drive down bounce rates and drive more engagement than conventional ad units.



Re-Skin Takeover Specifications

Do a super re-skin takeover of the site for a limited time and maximize your campaign’s impressions/reach.



Design team on standby

Our in-house designers will help you design and build your re-skin advertisement and answer any creative questions.

Advertising Rates

Ad Unit	Specification	Net CPM
Sticky Desktop Placement (Standard IAB Billboard)	970x250	\$20
Mobile Above-The-Fold Adhesion	320x100 & 320x50	\$10
Mobile Below-The-Fold Placement	300x250	\$7
Corner Video Adhesion (VAST Support)	300x250	\$25 Instream \$15 Outstream
Site Re-Skin Takeover	Custom	FLAT RATE/DAY \$4200 Monday \$4400 Tuesday \$4600 Wednesday \$5000 Thursday \$5500 Friday \$6000 Saturday \$5000 Sunday

* All rates are gross and subject to change

Start advertising on the world's
largest encyclopedia today.

Contact us at:

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