

Rapptive

Media Kit 2024

Introducing Raptive

We are the exclusive media agent
for more than 4,000 creators,
each with a unique perspective
and expertise. Our creators are
the variety that makes the
internet great!

187M

Monthly UVs

500M

Social Followers

Raptive



Our Creators

halfbaked HARVEST SPEND WITH PENNIES.  - Sally's BAKING RECIPES

skinnytaste® Damn Delicious  MacRumors TASTES BETTER FROM *scratch*

Minimalist Baker est. 2012 COOKIE+kate C A M I L L E STYLES COOKING CLASSY

CLUTCHPOINTS *well plated*  **recipetineats**

The MODERN PROPER *Cafe Delites*  MY MODERN MET

Reliable Scale

That's how we get buyers to return time and time again. You can stop worrying about delivery – we'll tell you how much scale we have and you can go from there.

#7

Comscore
Overall Scale

#1

Comscore
Food Scale

#1

Comscore
Family Scale

#1

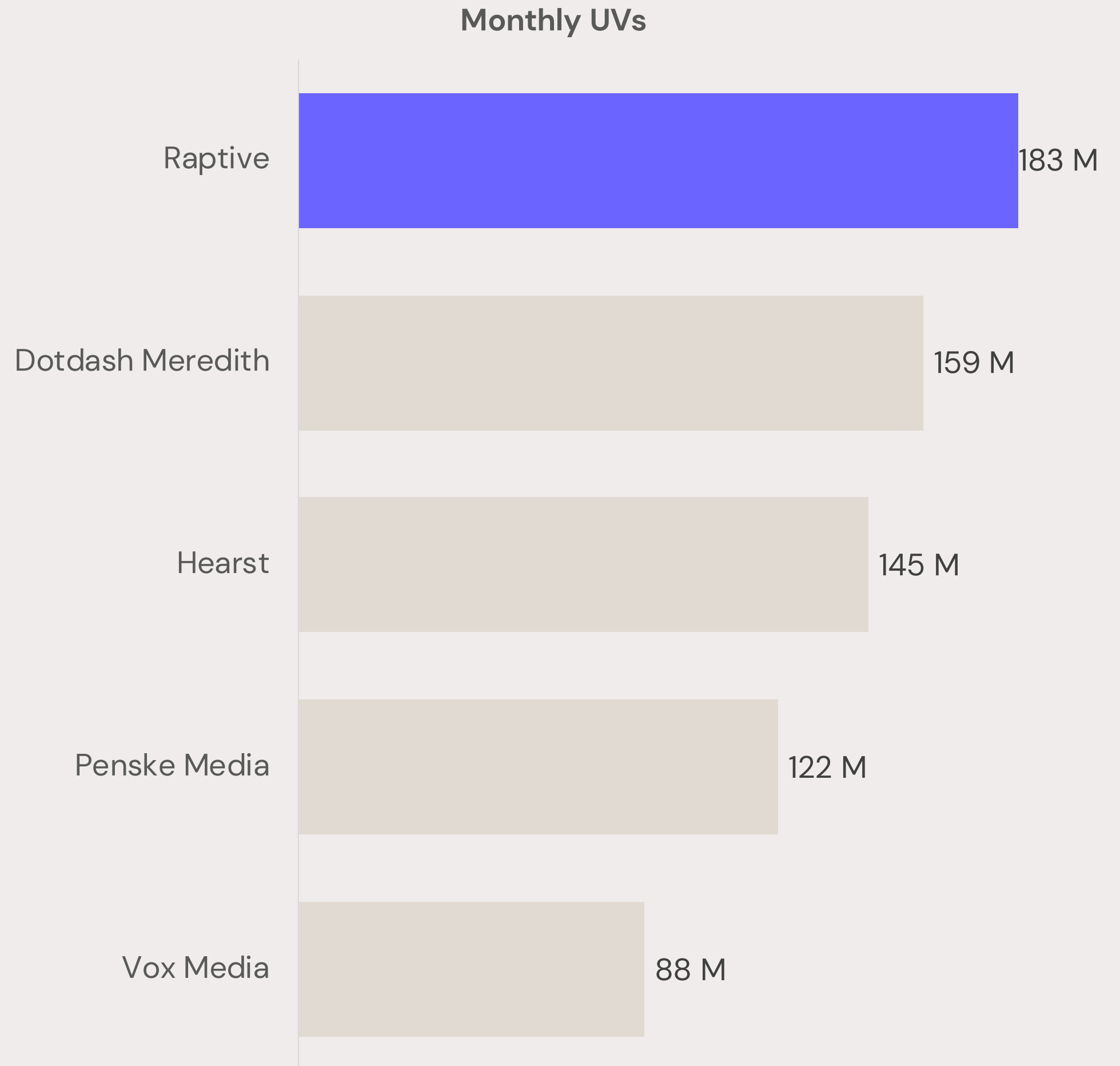
Comscore
Home Scale

#1

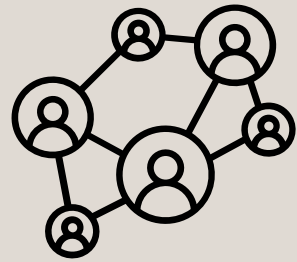
Comscore
Lifestyle Scale

#2

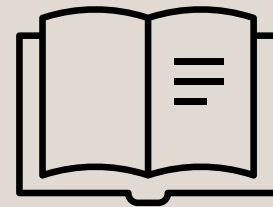
Comscore
Travel Scale



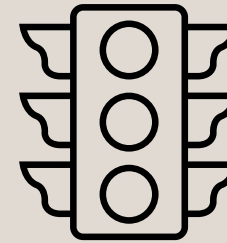
Targeting Options



Run of Network



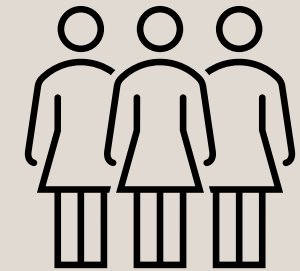
Contextual



Traffic Source



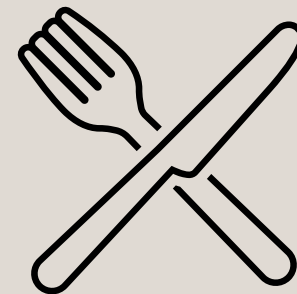
Sentiment



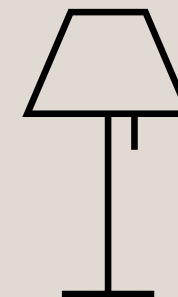
Demo



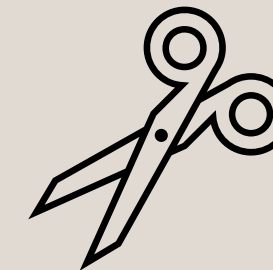
1st Party Precision
Targeting



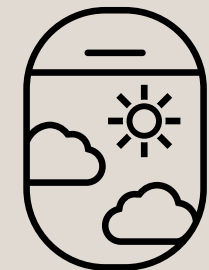
Recipes
Ingredients, meal types,
dietary restrictions, etc.



Home
DIY articles,
room-specific
recommendations, etc.



Crafting
Craft projects,
craft supplies
(ie. glue), etc.



Travel
Travel tips, destination-
specific information, etc.

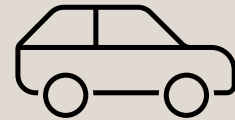
Raptive Targeting Verticals



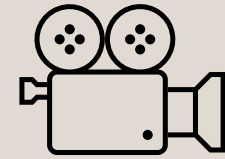
Food



Family



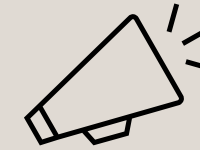
Auto



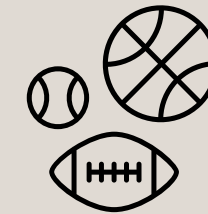
Entertainment



Green Living



News



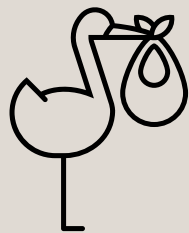
Sports



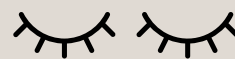
Women's Style



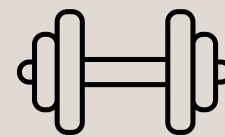
Clean Eating



Baby & Pregnancy



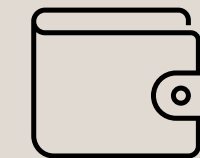
Beauty



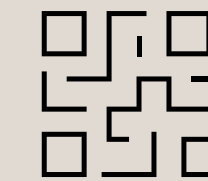
Fitness



Health



Personal Finance



Technology



Moms



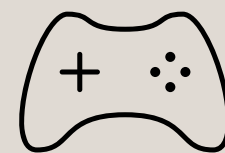
Vegetarian



Toddler



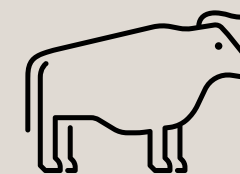
Crafts



Gaming



Lifestyle



Professional Finance



Travel



Dads



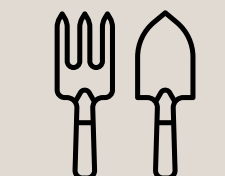
Home



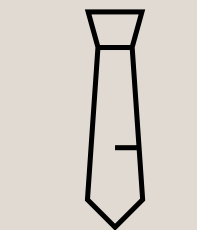
Natural Parenting



Deals



Gardening



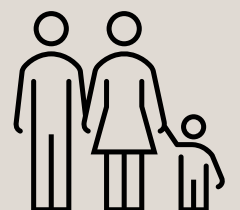
Men's Style



Pets



Wedding



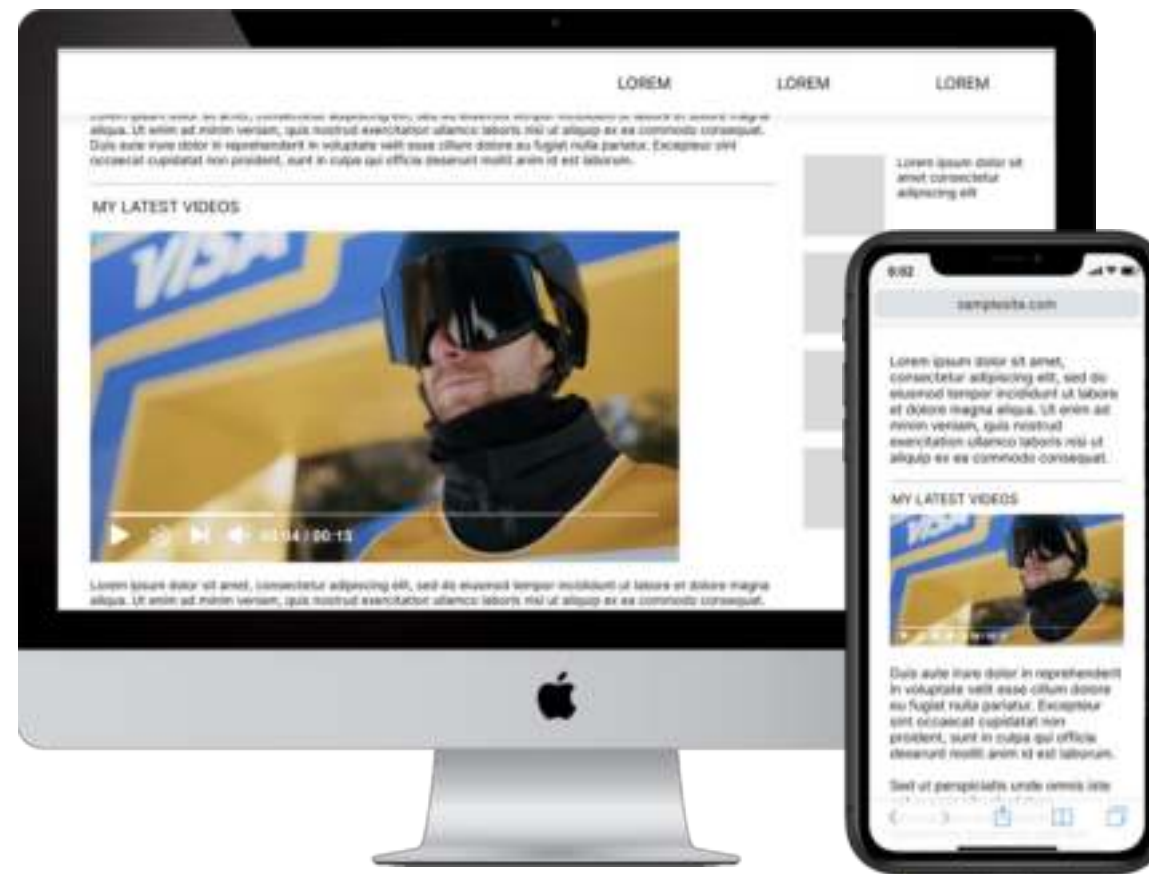
Parents

Standard Media



Targeted Media

Seamlessly integrate highly-viewable media into the content your audience is already reading and engaging with. Raptive's Targeted Media runs on inventory curated to 70%+ viewability.



Pre-Roll Video

Pre-roll video running alongside premium, brand-safe content. Includes user-initiated sound.

Compatible with VAST & VPAID Tags
Please Ask About Our Sound-On Click-to-Play Inventory

First Impression Roadblocks



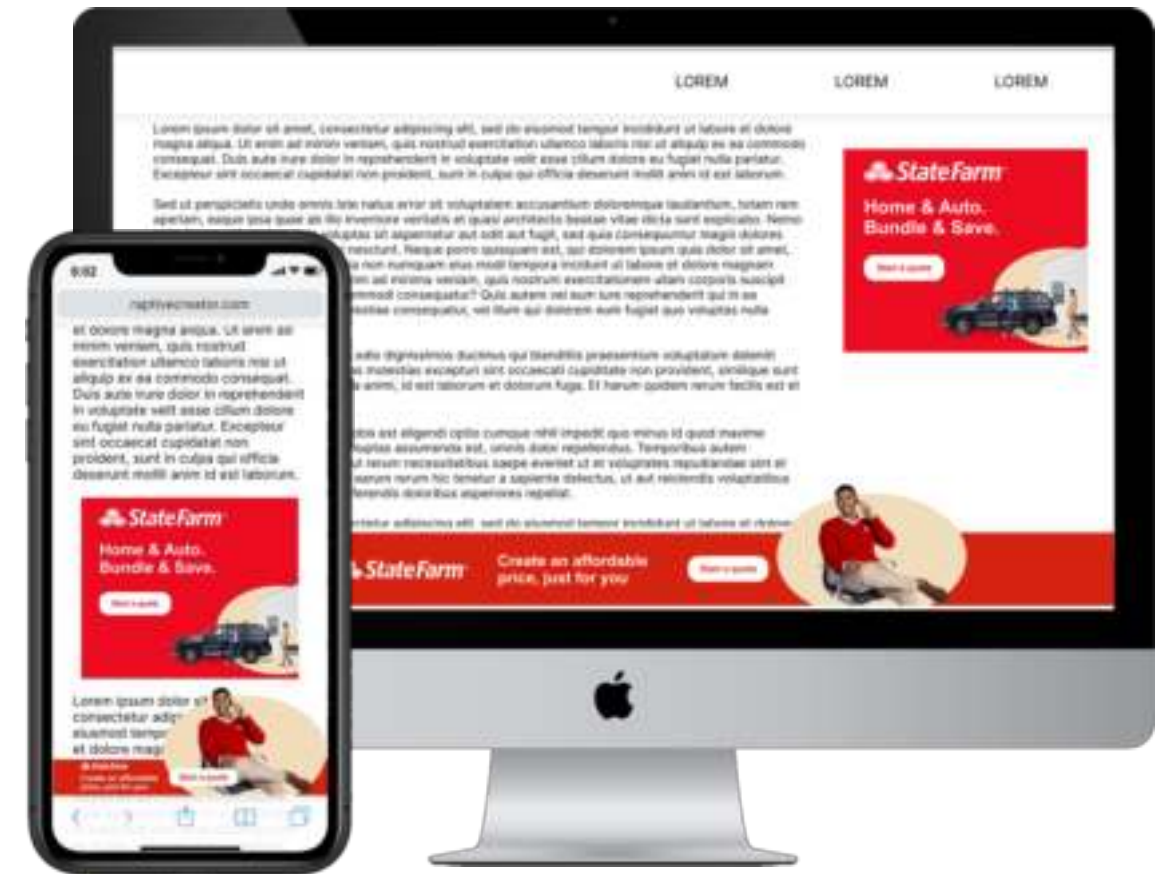
First Impression Roadblock

Create an immersive presence on the first impression using grouped ads. These attention-driving display ad roadblocks are great for brand or product launches and tentpole events.



Roadblock with Video

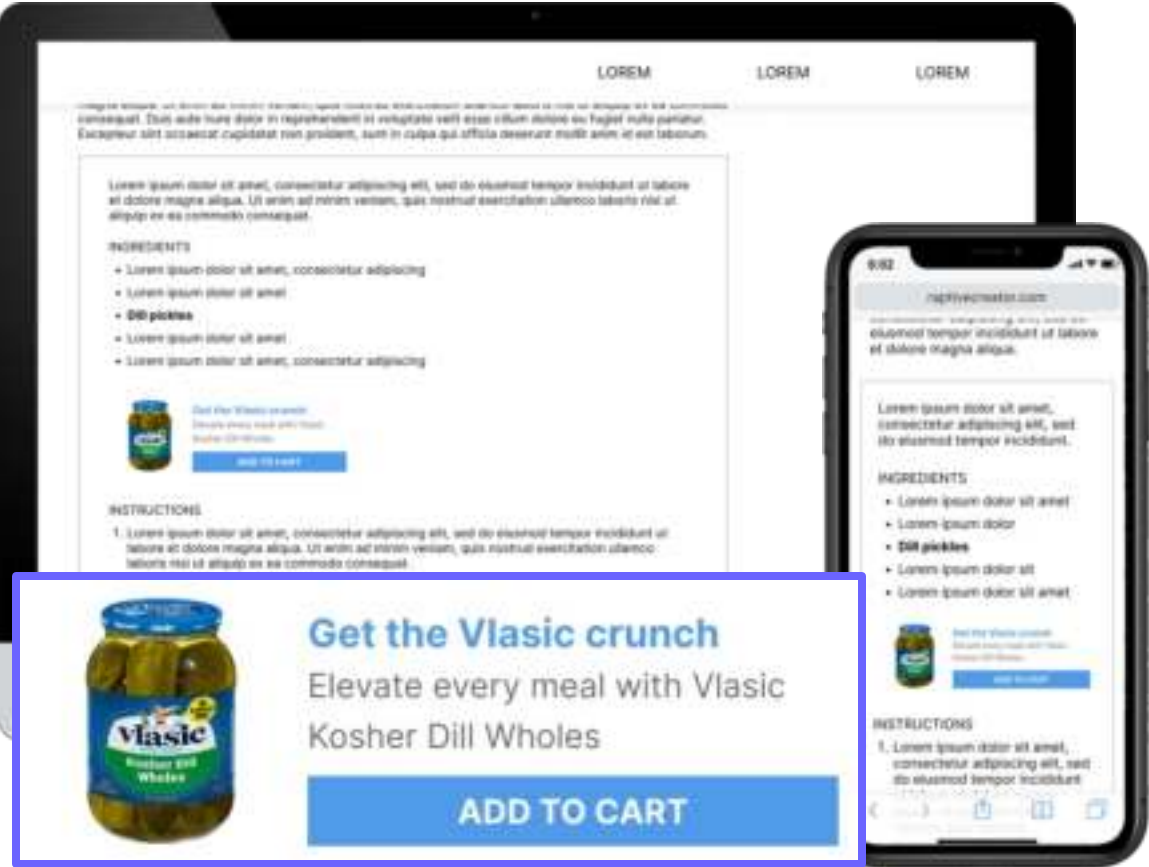
Create an immersive display & video presence on the first impression using grouped ads. These attention-driving display & Pre-Roll video ad roadblocks are great for brand or product launches, opening weekends and tentpole events.



Beyond Banner Roadblock

Supercharge your roadblock with high-impact creative! This first impression roadblock package pairs standard ad placements with an eye-catching Beyond Banner, which anchors and animates beyond the traditional banner mold for increased engagement.

Product Recommendation

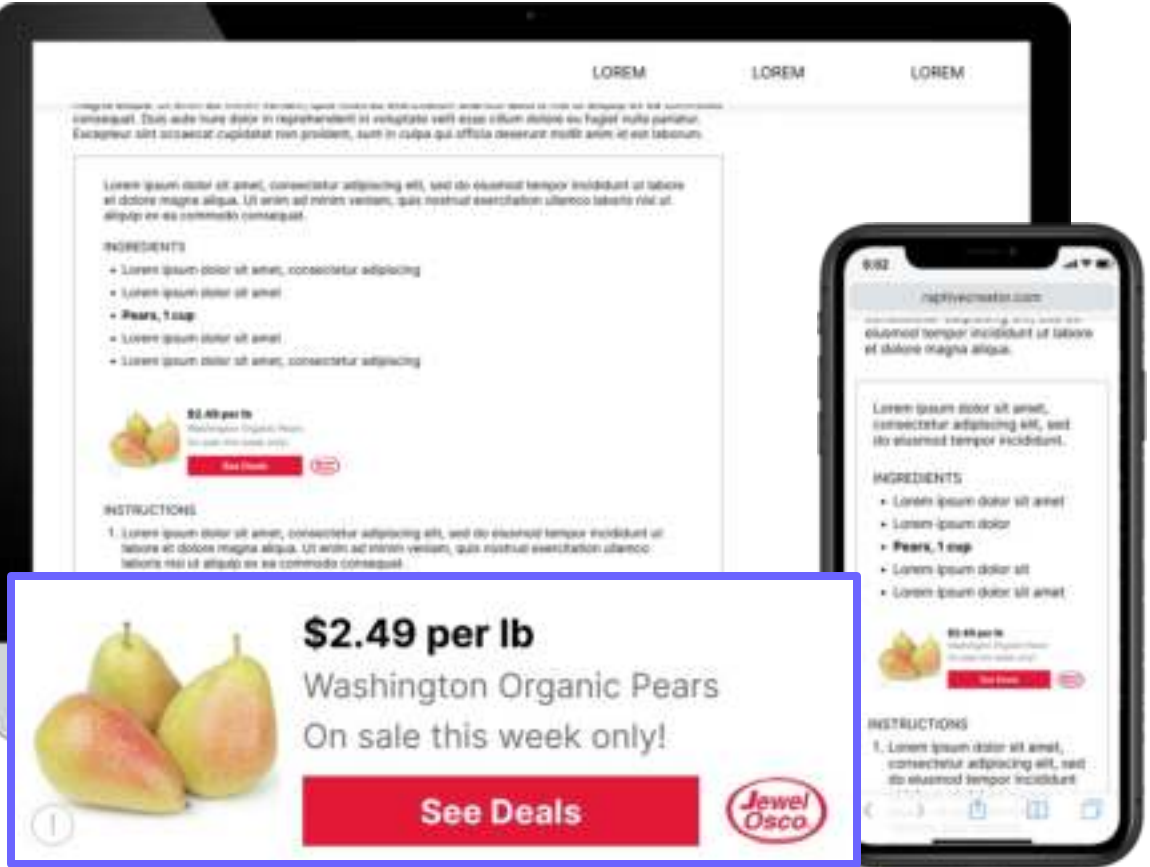


In-Recipe Product Recommendation

Capture attention when planning meals with this featured recipe ad unit nestled natively between recipe ingredients and instructions. Suggest product substitutions or complements. Readers can click to brand page, retail partner or a coupon.

Popular Add-Ons: Carousel, Dynamic Creative, Retail Connect

[Demo Link](#)

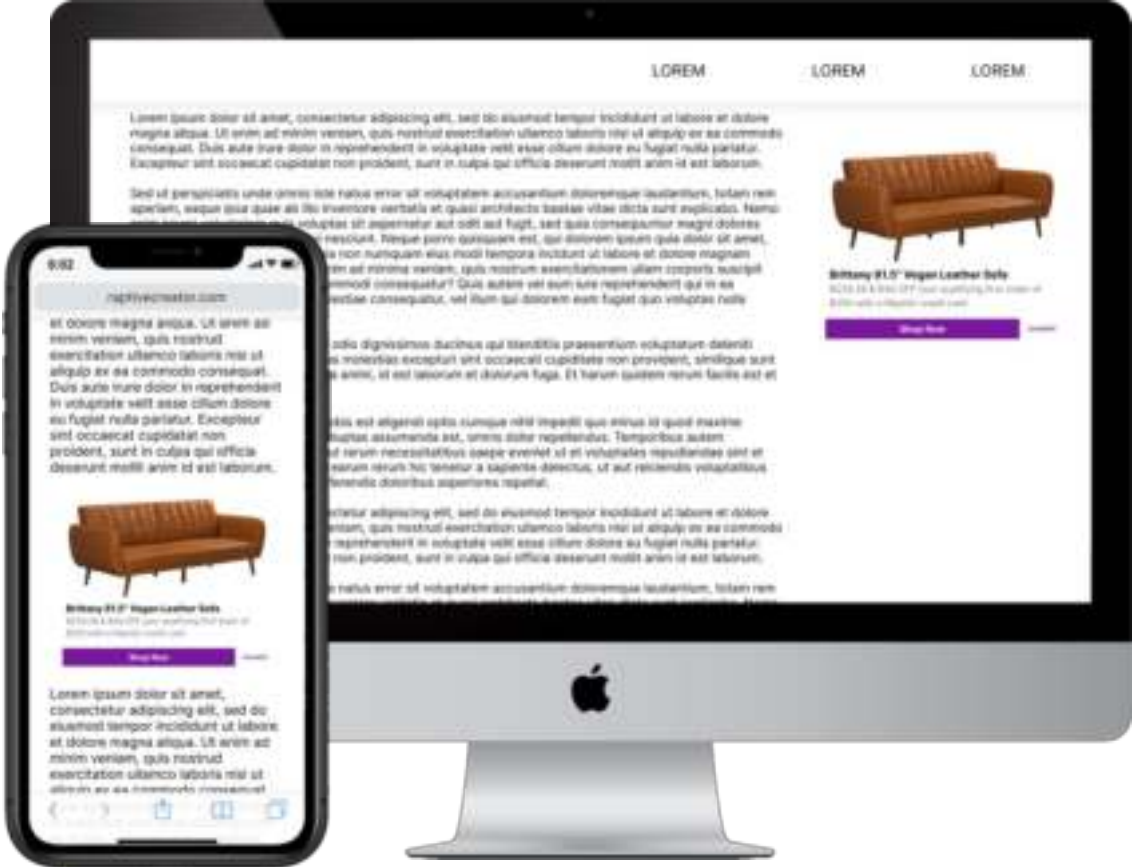


In-Recipe Digital Circular

Highlight dynamically-updated product messages or deals with a featured recipe ad unit nestled natively between recipe ingredients and instructions. Showcase a rotating selection products and deals as must-buys in relevant recipe content.

Connect Through API or CSV Files
Popular Add-Ons: Carousel

[Demo Link](#)



Product Recommendation

Capture readers' attention when looking to buy with this product showcase unit. This ad appears in relevant content and promotes your product as a must-buy. Readers can click to a brand page, a retail partner or a coupon page.

Popular Add-Ons: Retail Connect

High-Impact

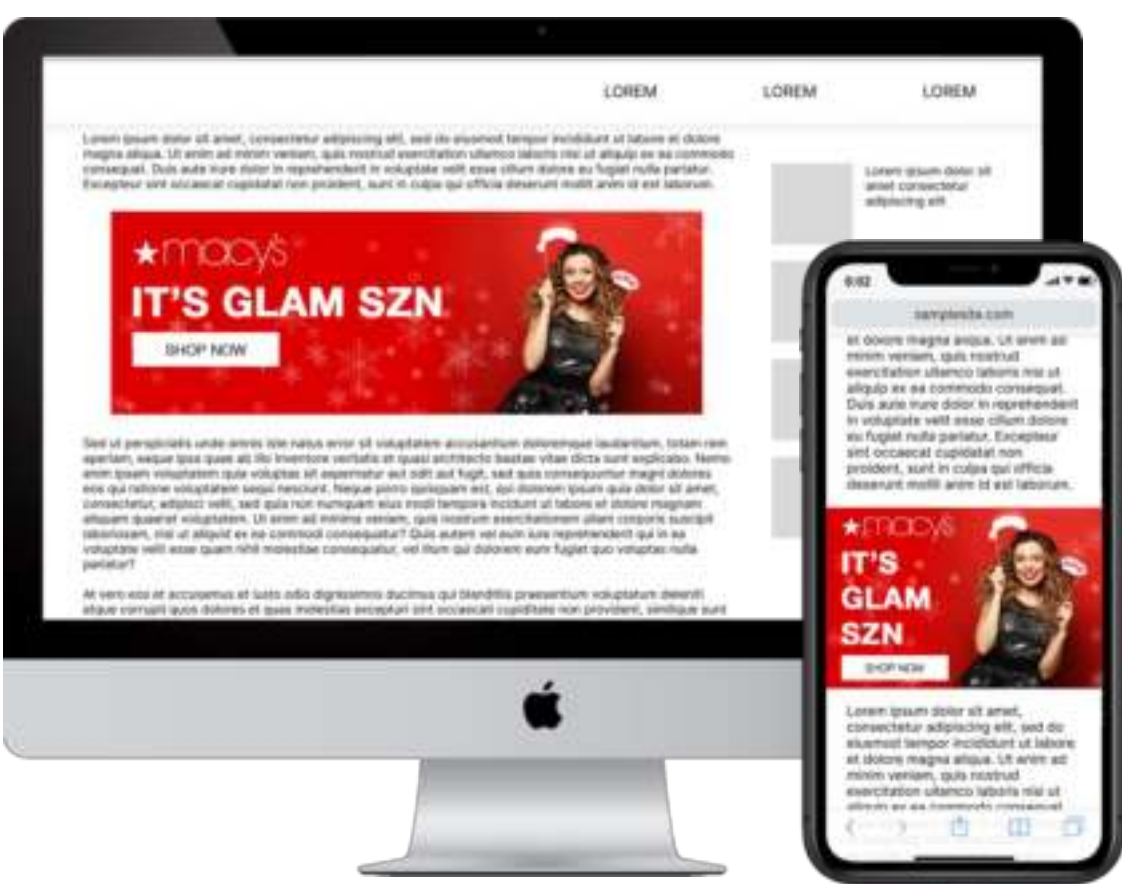


Frame

Stretch your budget with Raptive’s Frame. Get high-impact creative experiences in the ad sizes you know and love.

Popular Add-Ons: Carousel, Cart Connect, Content Collection, Countdown, Digital Circular, Dynamic Creative, Glider, Hotspot, Retail Connect, Scratch Off/Wipe Away, Visualizer

Demo Link: [DSK](#) / [MOB](#)



Panorama

Get the most of horizontal page space with Raptive’s Panorama. Drive awareness and engagement with this wide-format ad.

Popular Add-Ons: Carousel, Cart Connect, Content Collection, Countdown, Creator Endorsement, Creator Product Curation, Digital Circular, Dynamic Creative, Glider, Hotspot, Interactive Shopper, Quiz, Retail Connect, Scratch Off/Wipe Away, Video, Visualizer

Demo Link: [DSK](#) / [MOB](#)



Mural

Give your brand the canvas it deserves! Raptive’s Mural delivers an eye-catching experience with a large-format ad.

Popular Add-Ons: Carousel, Cart Connect, Cart View, Content Collection, Countdown, Creator Endorsement, Creator Product Curation, Digital Circular, Dynamic Creative, Glider, Hotspot, Interactive Shopper, Quiz, Retail Connect, Scratch Off/Wipe Away, Video, Visualizer

Demo Link: [DSK](#) / [MOB](#)

High-Impact



Beyond Banner

Go beyond the traditional banner mold with this high-impact ad. This unit anchors to the page and grabs attention, driving higher engagement than traditional banners (and with the same great viewability results!).

Popular Add-Ons: Carousel, Cart Connect, Countdown, Digital Circular, Dynamic Creative, Expandables, Retail Connect

Demo Link: [DSK](#) / [MOB](#)



Sticker

Stick out with this eye-catching ad. This unit anchors to the page and grabs attention, driving higher engagement than traditional banners (and with the same great viewability results!).

Popular Add-Ons: Dynamic Creative, Expandables, Mini Expandable Carousel, Retail Connect

Demo Link



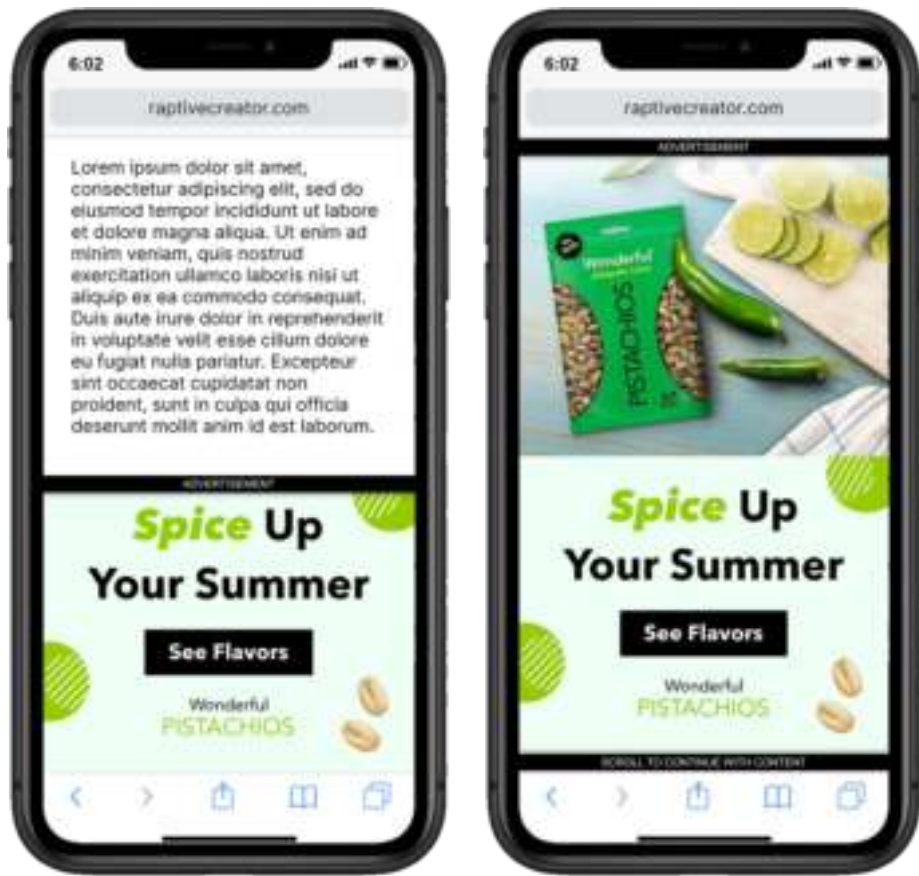
Social Display Ad

Transform existing brand social content into eye-catching display ad creatives with the Social Display Ad. Make the social posts your audience already likes work overtime with this innovative unit.

Use content from Instagram, Pinterest, Facebook, Twitter, LinkedIn or TikTok

Demo Link

Mobile-Only



Backdrop

Captivate consumers with this mobile-only full-height high-impact experience. This unit appears ‘behind’ content and commands ownership of the screen, driving higher engagement than traditional content ads.

[Demo Link](#)



Lens

Capture the moment with Raptive’s Lens. Designed exclusively for mobile, Lens delivers a dynamic and engaging experience to house mobile-first experiences.

Popular Add-Ons (Must Choose One): Free Fall Game, Story Spotlight, Swipe Navigator



Tower Banner

Rise above the ordinary with Raptive’s Tower Banner. Designed exclusively for mobile, this unit anchors to the page and demands attention and maximizes screen real estate.

[Demo Link](#)

Add-On Options

Engaging Creatives



Countdown

Count down to upcoming events. Messaging can dynamically update when before, during or after event.

Available Via: PMP | PG | Direct IO

Demo Links: [DSK](#) / [MOB](#)
(Shown on Panorama Format)

Pairs With

- Frame
- Panorama
- Mural
- Beyond Banner



Glider

Glide between before and after photos to reveal product benefits.

Available Via: PMP | PG | Direct IO

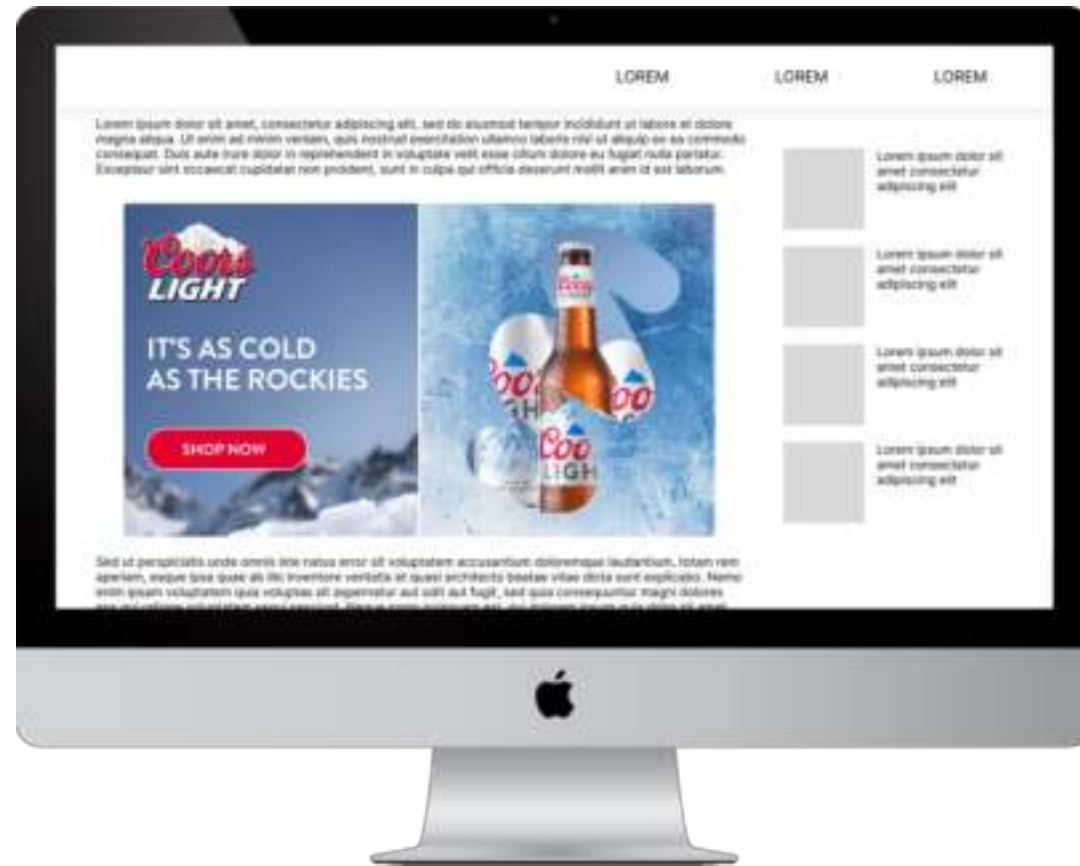
Demo Links: [DSK](#) / [MOB](#)
(Shown on Panorama Format)

Pairs With

- Frame
- Panorama
- Mural

Add-On Options

Engaging Creatives



Pairs With

- Frame
- Panorama
- Mural

Scratch Off/Wipe Away

Scratch off/wipe away an ad unit overlay to reveal a hidden message beneath.

Available Via: PMP | PG | Direct IO

Demo Links: [DSK](#) / [MOB](#)
(Shown on Panorama Format)



Pairs With

- Panorama
- Mural

Video

Play video alongside an animated branded canvas for maximum impact and attention.

Available Via: PMP | PG | Direct IO

Demo Links: [DSK](#) / [MOB](#)
(Shown on Panorama Format)

Add-On Options

Product & Feature Spotlights



Carousel

Have users swipe or click through a series of product, images or articles.

Available Via: PMP | PG | Direct IO

Demo Links: [DSK](#) / [MOB](#)
(Shown on Panorama Format)

Pairs With

- In-Recipe Product Recommendation
- In-Recipe Digital Circular
- Frame
- Panorama
- Mural
- Beyond Banner



Digital Circular

Highlight dynamically-updated product messages or deals with a featured product add-on. Import deals via an API connection or CSV.

Available Via: PG | Direct IO

Demo Links: [DSK](#) / [MOB](#)
(Shown on Panorama Format)

Pairs With

- In-Recipe Digital Circular
- Frame
- Panorama
- Mural
- Beyond Banner

Add-On Options

Product & Feature Spotlights



Pairs With

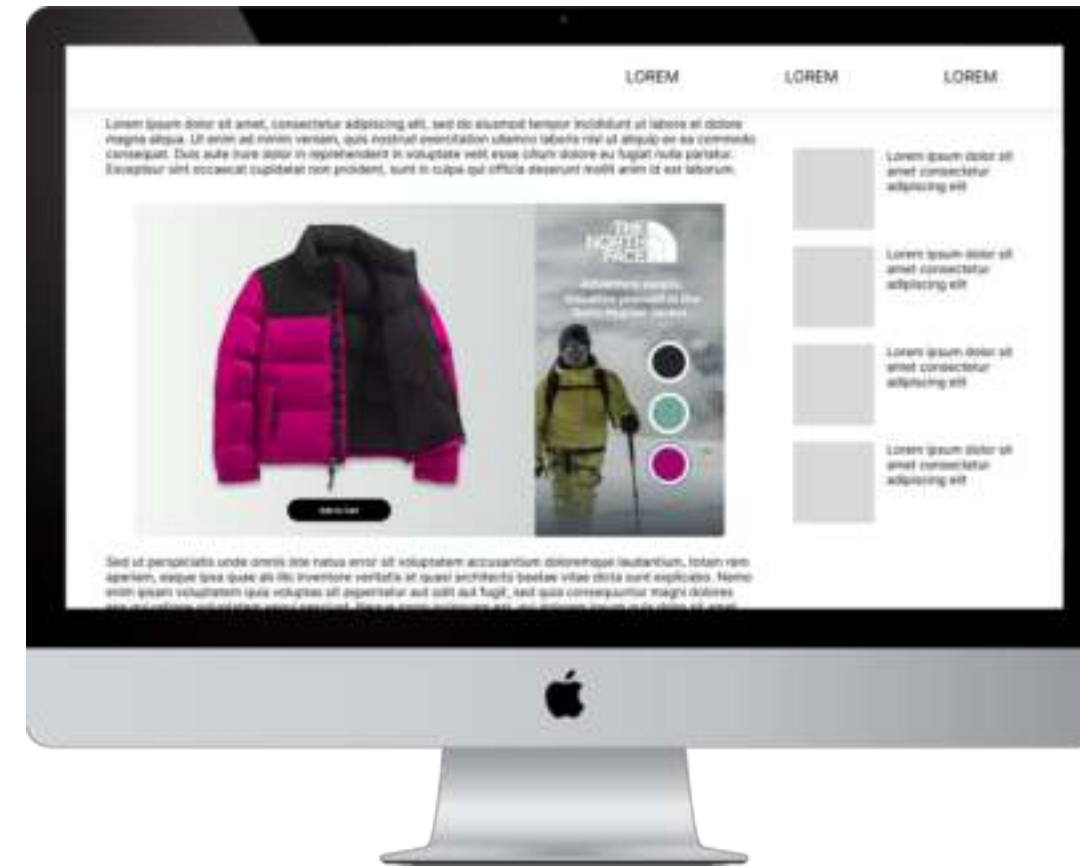
- Frame
- Panorama
- Mural

Hotspot

Have users tap on creative hotspots to learn more about product elements.

Available Via: PMP | PG | Direct IO

Demo Links: [DSK](#) / [MOB](#)
(Shown on Panorama Format)



Pairs With

- Frame
- Panorama
- Mural

Visualizer

House multiple variations of one product to show advertiser variety.

Available Via: PMP | PG | Direct IO

Demo Links: [DSK](#) / [MOB](#)
(Shown on Panorama Format)

Add-On Options

Content Highlights



Pairs With

- Frame
- Panorama
- Mural

Content Collection

House multiple pieces of advertiser- or creator-supplied content within one ad unit.

Available Via: PMP | PG | Direct IO

Demo Links: [DSK](#) / [MOB](#)
(Shown on *Panorama Format*)

Add-On Options

Creator Collaboration



Pairs With

- Panorama
- Mural

Creator Endorsement

Have creator voices come to life with this custom-built display unit, showcasing an endorsement quote from Raptive creators surrounding your campaign themes.

Available Via: PG | Direct IO

Demo Links: [DSK](#) / [MOB](#)
(Shown on Panorama Format)



Pairs With

- Panorama
- Mural

Creator Product Curation

Tap into the power of creator influence with Raptive's Creator Product Curation Ad. This custom-built display unit showcases a carousel of your brand's products hand-selected by Raptive creators.

Available Via: PG | Direct IO

Demo Links: [DSK](#) / [MOB](#)
(Shown on Panorama Format)

Add-On Options

Dynamic Results



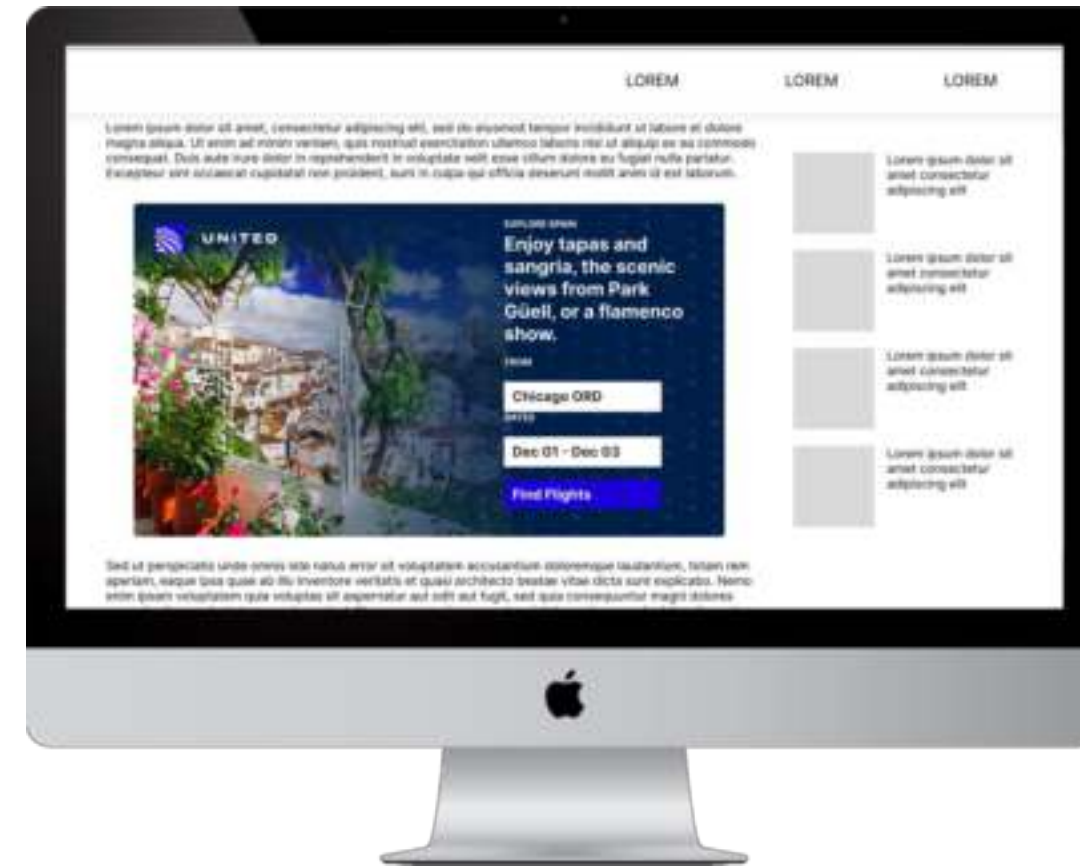
Pairs With

- In-Recipe Product Recommendation
- Frame
- Panorama
- Mural
- Beyond Banner
- Sticker

Dynamic Creative: Date/Time

Creative changes based on the date or time of a users' location.

Available Via: PMP | PG | Direct IO



Pairs With

- In-Recipe Product Recommendation
- Frame
- Panorama
- Mural
- Beyond Banner
- Sticker

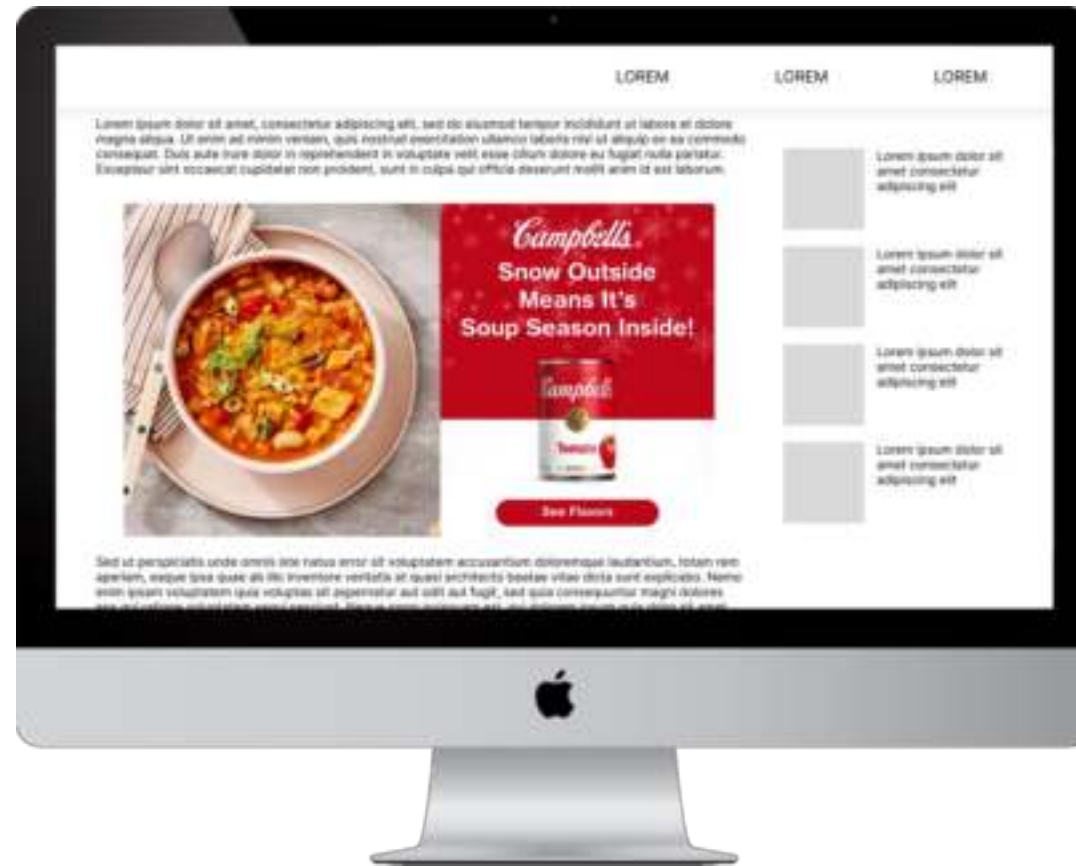
Dynamic Creative: Geo

Creative changes based on a users' geo location.

Available Via: PMP | PG | Direct IO

Add-On Options

Dynamic Results



Pairs With

- In-Recipe Product Recommendation
- Frame
- Panorama
- Mural
- Beyond Banner
- Sticker

Dynamic Creative: Weather

Creative changes based on weather conditions in the users' area.

Available Via: PMP | PG | Direct IO



Pairs With

- Frame
- Panorama
- Mural
- Beyond Banner
- Sticker

Dynamic Creative: Rapt AI

Unleash the power of AI to serve the right messages to the right audiences. Tap into Raptive's Data Studio targeting segments to predict optimal audiences for your campaign. Then super-charge performance by adding in our AI-powered dynamic creative layer to predict the best copy points, product variations & imagery to maximize success.

Available Via: Direct IO

Add-On Options

Dynamic Results



Quiz

Engage users and serve relevant results with the Quiz add-on.
Serve relevant messaging by allowing users to answer 3 prompts.

Available Via: PMP | PG | Direct IO

Demo Links: [DSK](#) / [MOB](#)
(Shown on Panorama Format)

Add-On Options

Shopping Solutions



Retail Connect

Pairs With

- In-Recipe Product Recommendation
- In-Recipe Digital Circular
- Product Recommendation
- Frame
- Panorama
- Mural
- Beyond Banner



Interactive Shopper

Pairs With

- Panorama
- Mural

Click directly to retailer landing pages from custom display ads.
Allow consumers one or many cart options.

Unit can utilize one consistent retailer, cycle through retailer options (and optimize for CTR) or show multiple retailers at once.

Available Via: PMP | PG | Direct IO

Demo Links: [DSK](#) / [MOB](#)
(Shown on Panorama Format)

Mimic the "add to cart" experience of online shopping within custom display ads. This interactive ad includes a grid of product images. Users can select items to shop.

Available Via: PMP | PG | Direct IO

Demo Links: [DSK](#) / [MOB](#)
(Shown on Panorama Format)

Add-On Options

Shopping Solutions



Cart Connect

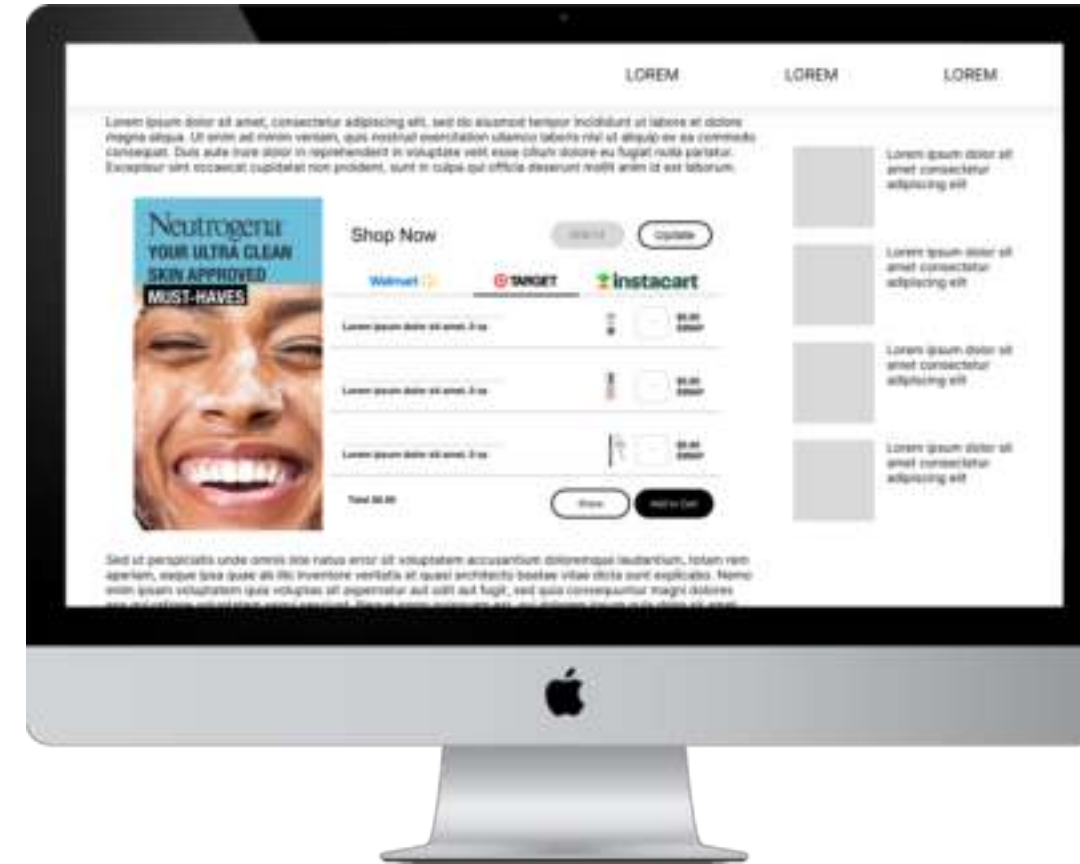
Create shoppable media from custom display ads with one-click carting at a single retailer. Cart several items in a retailer-specific or retailer-agnostic cart.

Available Via: PG | Direct IO

Demo Links: [DSK](#) / [MOB](#)
(Shown on Panorama Format)

Pairs With

- Frame
- Panorama
- Mural
- Beyond Banner
- Creator Content+



Cart View

Create cartable media from custom display ads with one-click carting at a single retailer. Showcase your carted products within a product view widget in the ad experience. Cart several items in a retailer-specific or retailer-agnostic cart.

Available Via: PG | Direct IO

Demo Links: [DSK](#) / [MOB](#)
(Shown on Mural Format)

Pairs With

- Mural

Add-On Options

Expandables – Expand to Full-Screen Upon Format Tap



Expands From

- Beyond Banner
- Sticker

Animated Expandable

Upon format tap, this unit expands to full-screen and animates with your brand messaging.

Available Via: PG | Direct IO



Expands From

- Beyond Banner
- Sticker

Expandable Content Collection

Upon format tap, this unit expands to a full-screen that houses multiple pieces of advertiser- or creator-supplied content within one ad unit.

Available Via: PG | Direct IO

Demo Links: [DSK](#) / [MOB](#)
(Shown Expanding from Beyond Banner Format)

Add-On Options

Expandables – Expand to Full-Screen Upon Format Tap



Expands From

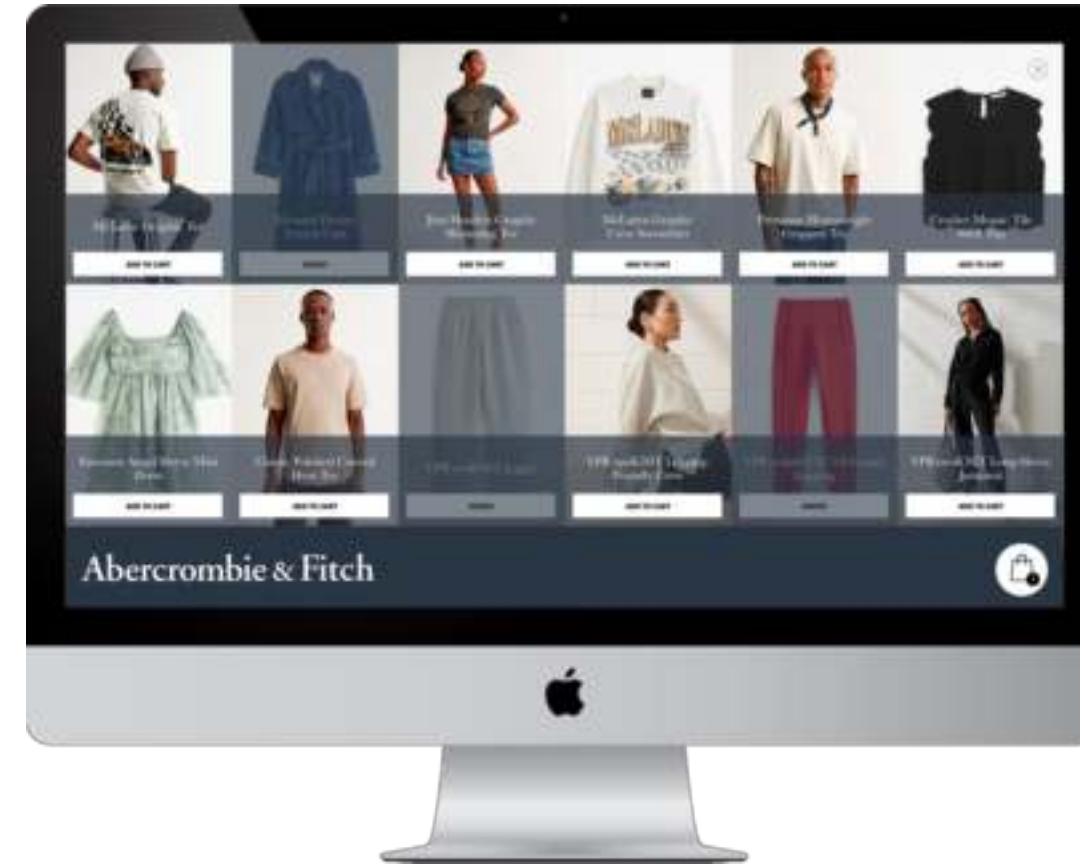
- Beyond Banner
- Sticker

Expandable Hotspot

Upon format tap, this unit expands to full-screen. Have users tap on creative hotspots to learn more about product elements.

Available Via: PG | Direct IO

Demo Links: [DSK](#) / [MOB](#)
(Shown Expanding from Beyond Banner Format)



Expands From

- Beyond Banner
- Sticker

Expandable Interactive Shopper

Upon format tap, this unit expands to full-screen. Mimic the "add to cart" experience of online shopping within custom display ads. This interactive ad includes a grid of product images. Users can select items shop.

Available Via: PG | Direct IO

Demo Links: [DSK](#) / [MOB](#)
(Shown Expanding from Beyond Banner Format)

Add-On Options

Expandables – Expand to Full-Screen Upon Format Tap



Expands From

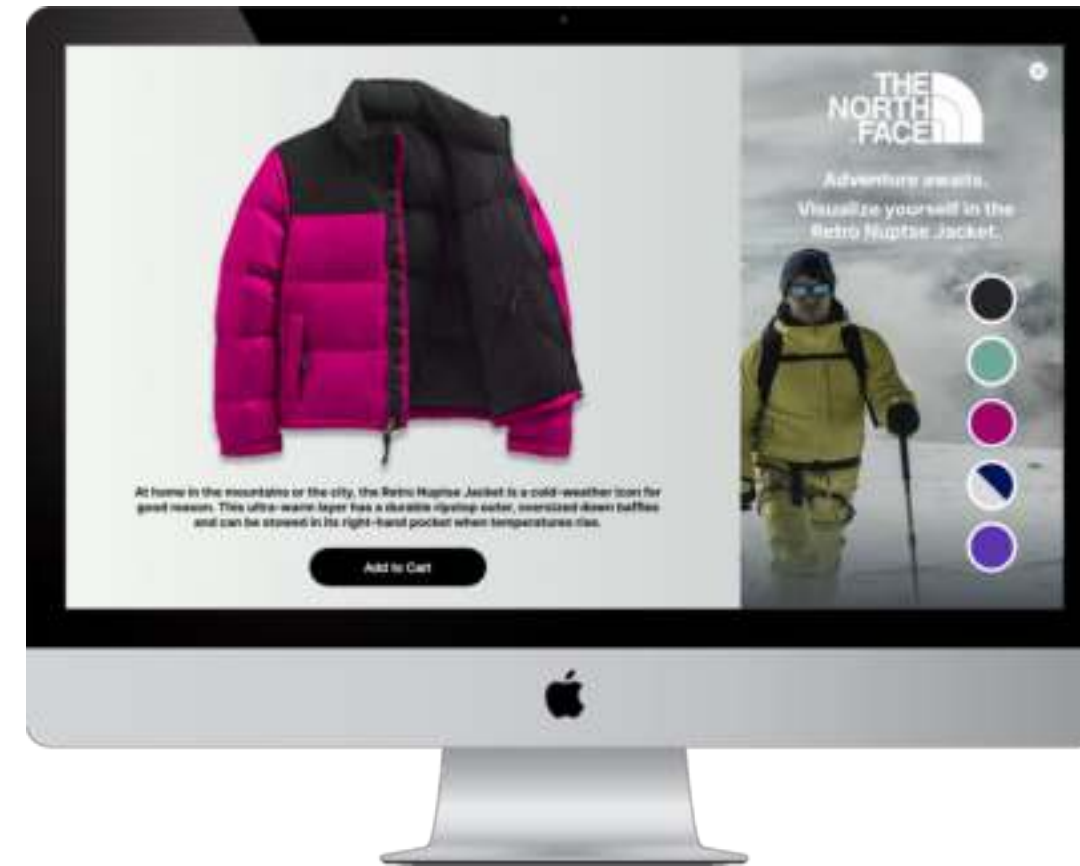
- Beyond Banner
- Sticker

Expandable Video

Upon format tap, this unit expands to a full-screen branded canvas with video. Video auto-plays.

Available Via: PG | Direct IO

Demo Links: [DSK](#) / [MOB](#)
(Shown Expanding from Beyond Banner Format)



Expands From

- Beyond Banner
- Sticker

Expandable Visualizer

Upon format tap, this unit expands to full-screen. House multiple variations of one product to show advertiser variety.

Available Via: PG | Direct IO

Demo Links: [DSK](#) / [MOB](#)
(Shown Expanding from Beyond Banner Format)

Add-On Options

Mini Expandables – Expand to Partial-Screen Upon Format Tap



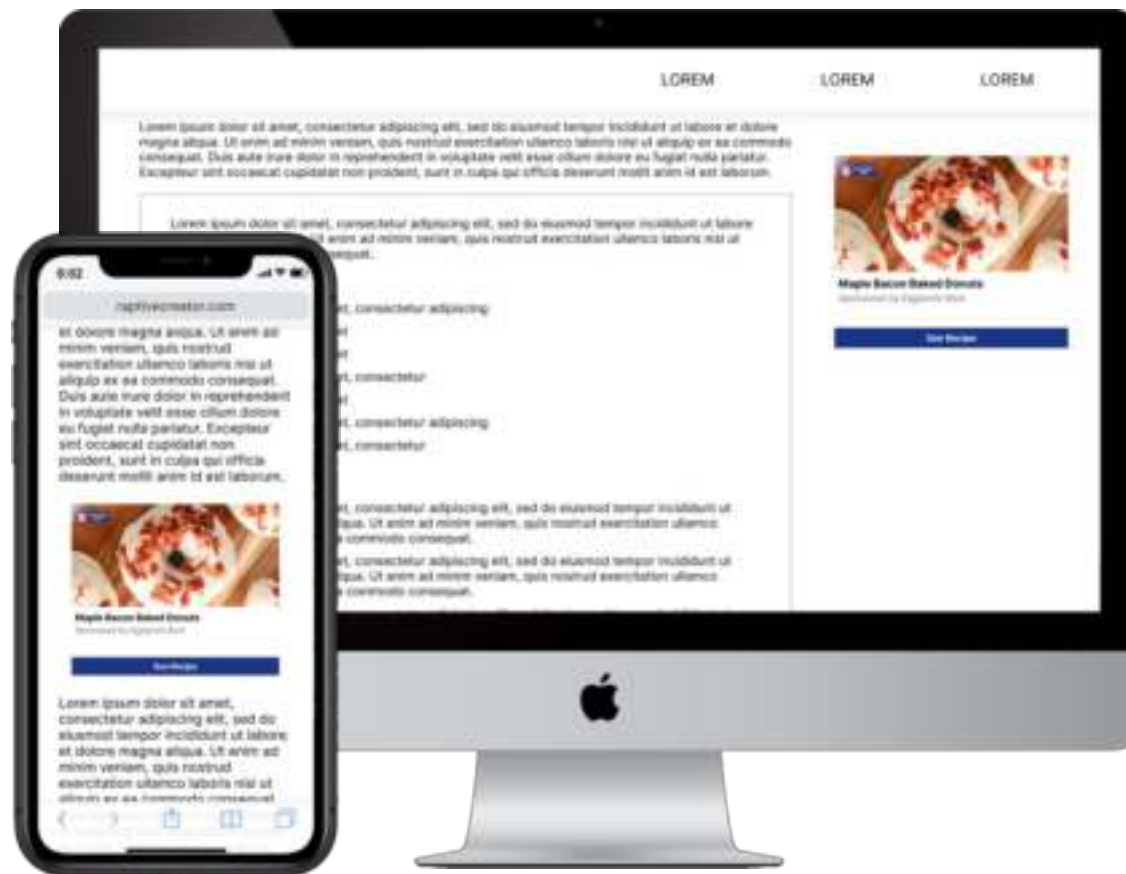
Mini Expandable Carousel

Upon Sticker tap, this unit stretches to the side to prompt users to swipe or click through a series of product or images.

Available Via: PG | Direct IO

Demo Links: [DSK](#) / [MOB](#)
(Shown Expanding from Sticker Format)

Native-Inspired



Recipe Recommendation

Appearing alongside relevant recipe content, this native-inspired, custom-built unit amplifies (or drives traffic to) your existing branded recipe content.

[Demo Link](#)



Content Recommendation

Appearing alongside relevant content, this native-inspired unit amplifies existing branded blog content by serving a brand's tips alongside complementary Raptive articles. We recommend pairing this with our precision data targeting to granularly focus on relevant articles and drive site traffic.

[Demo Link](#)

Content Sponsorships



Creator Content Sponsorship

Get the power of creator content at the snap of your fingers. This turn-key sponsorship allows advertisers to sponsor existing highly-visited content with “brought to you by Advertiser” messaging.



Creator Content+: Custom Recipes & Articles

Creator Content+ is designed to promote your brand in an original, organic way. From food, to home to parenting and more – our creators offer a wealth of expertise in their own areas. Raptive will work with your brand to ensure our partnership features the most relevant publishers and creators for your desired audience.

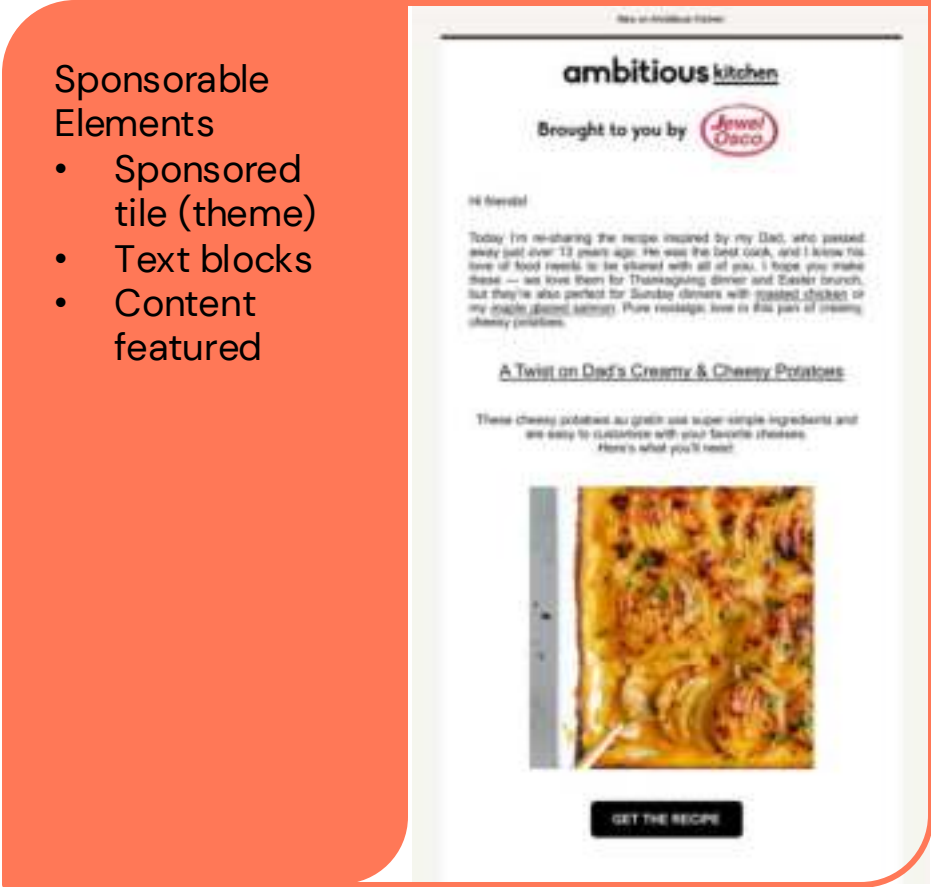


Creator Content+: Custom Social Stories

Creator Social Posts are designed to promote your brand in an authentic way with leaned-in social audiences.

Raptive will work with your brand and chosen creators to ensure social presence on the most relevant platforms.

Integrated Experiences



Sponsored Emails

Appeal to creators’ most loyal readers to pique audience interest. Sponsored Emails provide native advertiser integration into relevant email series to promote and distribute content within creators’ natural email cadence.



Sponsored Hubs

Create a home for your custom Creator Content+ content on creator sites. This branded destination will live on and match the look and feel of your chosen creators’ sites. It will include all custom-developed content, logo integration, a themed description blurb, links out to other promotional hubs and added value roadblocked media.



Sponsored Podcast Spots

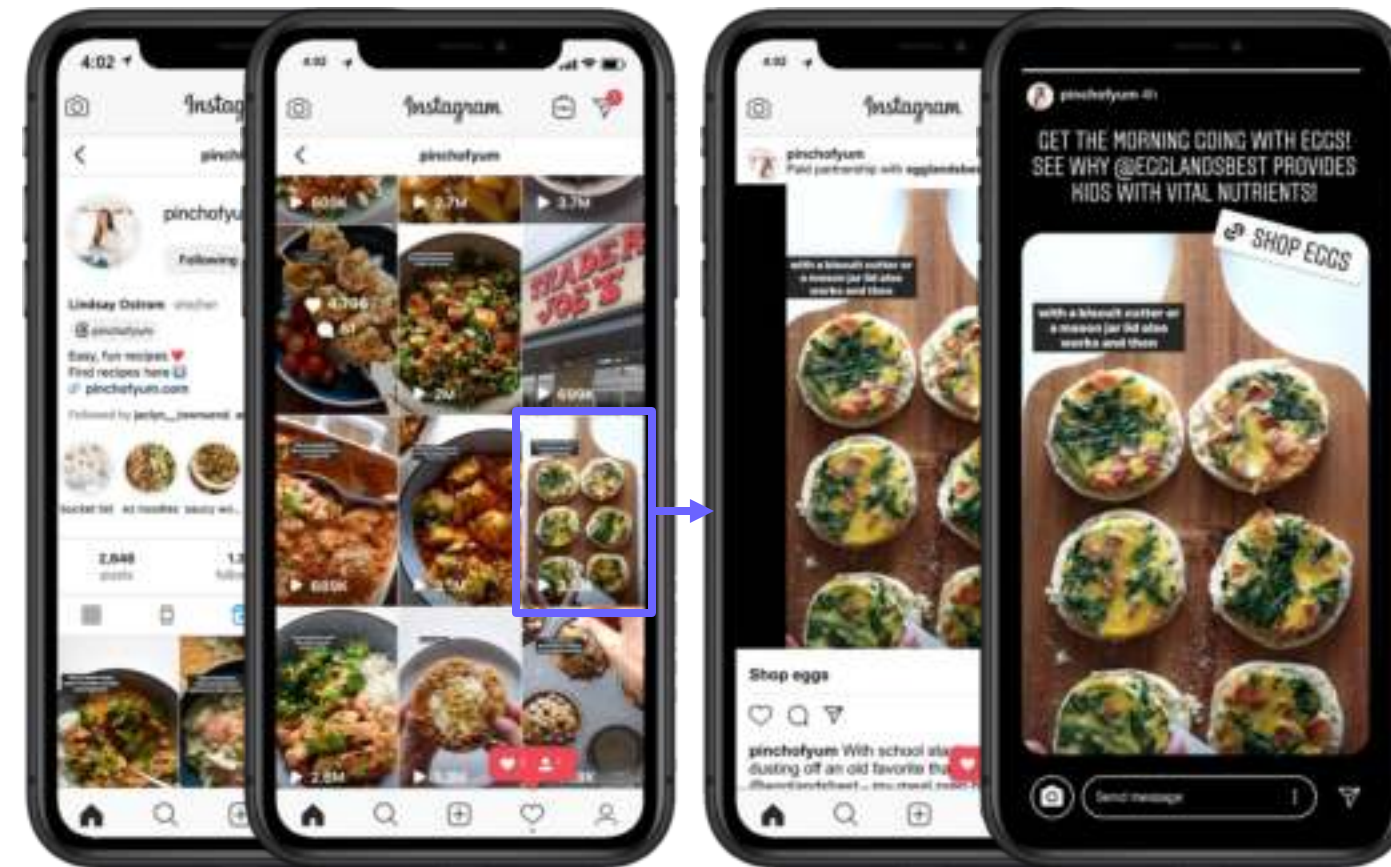
Communicate your brand message to leaned-in listeners with Raptive creators’ host-read, host-endorsed podcast ads. These :30 to :60 second spots will be developed in a collaborative partnership between advertisers and creators. Scripts will include a mix of campaign messaging and creator testimonial.

Content Promotions



Creator Content Social Amplifier+

Drive association between your brand and creator content by boosting relevant recipes and articles through custom posts on popular creator social channels (Instagram and/or Facebook Stories and dark posts) including captioned endorsements.



Creator Social Video Amplifier+

Drive association between your campaign and creator content via turnkey, custom amplification of creator social videos (Instagram stories and dark posts) including captioned endorsements.