

Raptive



Raptive is a new kind of media company built for content creators and home to one of the largest and most diverse audiences on the internet.

Raptive combines its position as the world's largest ad management company with a comprehensive suite of monetization, audience, and business solutions that enable creators to turn their passions and talents into thriving independent companies and enduring brands. To date, Raptive has paid over \$2.5 billion to thousands of independent creators.

By the numbers

#1

in Food, Family,
Lifestyle, and Home

191M

unique monthly
visitors across
our creators' sites

5,200

of the world's top
digital content
creators

931M

followers across our creators' social
media platforms

Top 10

largest digital property in the US

Who we are

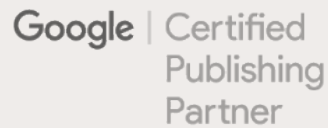
Best-in-class team

300+ employees

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, and more.

Seats at every table



Awards & accolades

2023

Certified "Great Place to Work"

Google Publisher Data Summit
Partner Recognition: Building User Trust

AdExchanger Top 50 Programmatic Power Players

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

2021

GCPP Highest Health Score

GCPP CSAT Change Agent Award

GCPP Diversity, Equity, and Inclusion Award

2020

GCPP Innovation Award

2019

Perfect Health Score

2018

GCPP Customer Service Award

How we work

We put creators first in everything we do

We are a strategic partner, helping creators build thriving businesses with their content. We do this by offering a unified and comprehensive solution for monetization so they can focus on building authentic connections with their audiences. And this unlocks a first-of-its-kind opportunity for advertising partners to connect with our amazing creators to create impactful content, engaging media solutions, and more.

Solutions for creators



Audience

Industry-leading ad management, direct sales, and new revenue streams, like affiliate platform and commerce content creation.



Revenue

SEO, Slickstream and other audience engagement strategies including email and online communities.



Business

HR, business coaching, and all the ways we help creators future-proof their business by preparing them to navigate everything from cookies to search to AI.

Solutions for advertisers

Turnkey custom high-impact solutions

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

Performant standard media

Hyper-relevant audience & 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 & 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 our partnerships with BOMESI and MAVEN

Our creators

Get to know some of our household brand names



Our creators

Raptive is home to the authentic voices shaping the future

Creators who partner with Raptive are trendsetters, iconic brands, and charismatic personalities, captivating more than **78% of U.S. audiences** on the sites alone with the power to move and influence culture. The collectively rank #1 in food, family, home, and lifestyle—with a reach of **more than 191M monthly unique visitors** and 931 million followers across social platforms.

The New York Times
Best Seller list

Sold-out
speaking tours

Top
television series

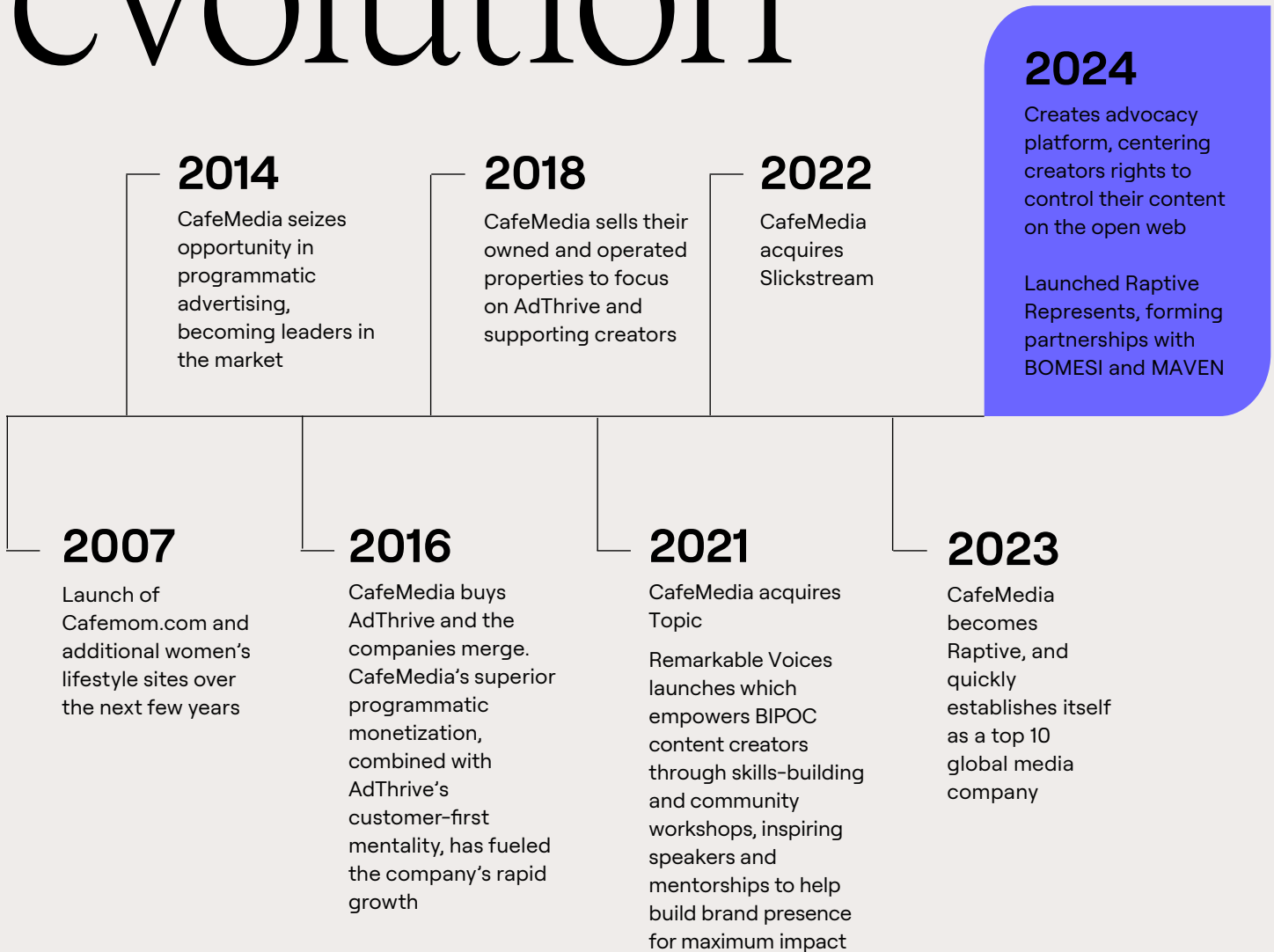
Saveur & James
Beard Media
Awards

Global brand
partnerships

Critical acclaim
from top press
outlets

Coveted
product lines

Company evolution



Creators are the future.
And together, the future is ours to create.

Get in touch:
press@raptive.com

Downloadable assets