About Us

"theCHIVE is the most entertaining website on the internet – it’s online crack."
- James Hibberd
Entertainment Weekly

- Established in 2008, theCHIVE.com is Probably the Best Site in the World™. Showcasing original galleries of funny photos, beautiful women, groundbreaking photography, and art from all over the world. A one-stop shop for the net’s hottest, freshest and funniest viral photos and videos.

- 10 Million monthly UV’s / 41 Million Visits / 145 Million monthly PV’s
- 8 Minutes: average time spent on theCHIVE
- US Alexa Rank: 356
- 1,400,000 Homepage visits per day!

Past Sponsors:

Sources: Google Analytics and Comscore Media Metrix Jan ’11
## Reach

- 73% Male Audience
- 83% Adults 21+
- 174 Comp Index HHI $100K+
- 413 Comp Index Males 18-24 - Ranked #5 Worldwide!

### Traffic

<table>
<thead>
<tr>
<th>Source</th>
<th>Visits/mo</th>
<th>PV/mo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>41M</td>
<td>145M</td>
</tr>
<tr>
<td>Google</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comscore Media</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Audience Breakdown:

<table>
<thead>
<tr>
<th>Gender Age</th>
<th>theCHIVE</th>
<th>College Humor</th>
<th>Ebaums</th>
<th>Break</th>
<th>AskMen</th>
<th>Crave</th>
</tr>
</thead>
<tbody>
<tr>
<td>Males 18-34</td>
<td>242</td>
<td>204</td>
<td>235</td>
<td>205</td>
<td>194</td>
<td>193</td>
</tr>
<tr>
<td>Males 21-34</td>
<td>274</td>
<td>203</td>
<td>205</td>
<td>195</td>
<td>189</td>
<td>179</td>
</tr>
<tr>
<td>Males 25-34</td>
<td>315</td>
<td>178</td>
<td>186</td>
<td>189</td>
<td>171</td>
<td>170</td>
</tr>
</tbody>
</table>

Sources: Google Analytics and Comscore Media
theCHIVE Custom Integrations

HP or ROS 970x60
Pushdown Unit
1,400,000 HP Impressions/day
Or 6M HP+ROS Impressions/day
(can be sold as part of takeover too)

HP or ROS Super-Reskin
Takeover with 300x250 & 160x600
1,400,000 HP Impressions/day
Or 6M HP+ROS Impressions/day

Sponsored Posts also available!
Ad Products

220x90 Feature Button
1,400,000 HP Impressions/day
Or 6M ROS Impressions/day

200x60 Sponsored Post
1,400,000 HP Impressions/day
+120,000 Post Impressions/day
(we are able to create any user generated posts on demand)

728x90 Leaderboard
1,400,000 HP Impressions/day
Or 6M ROS Impressions/day

300x250 Box
1,400,000 HP Impressions/day
Or 6M ROS Impressions/day

160x600 Skyscraper
1,400,000 HP Impressions/day
Or 6M ROS Impressions/day

*Prices Available Upon Request*
Publicity Stunts & Video

Jenny Dry-Erase ‘I Quit’ Hoax
- Actress, Elyse Porterfield worked with theCHIVE to quit her job via dry erase board
- Hoax went viral and crossed all forms of major media
- 10 million visitors in 3 days

Teen Virginity Text Disaster Hoax
- Teen accidentally texts her dad she lost her virginity on Spring break
- Viral online and featured on Jay Leno, Today Show, Good Morning America, The View, Chelsea Handler, etc.

Donald Trump $10,000 Tip Hoax
- Donald Trump leaves waiter $10,000 tip on $80 bill
- Viral online -FoxNews, Huffpo, blogosphere.

Pre Roll Video + Companion
- theCHIVE showcases the best original, funny & viral videos on the web. Over 2,000,000 video streams/mo
- Capable of running a 300x250 and/or 728x90 companion ad with :15 preroll video (no :30 videos)

Contact Us: sales@thechive.com