



**Ranker**

# Curated by Experts. Powered by People.

What is Ranker? Ranker is the people-powered source of definitive rankings. Our editors have curated tens of thousands of lists about all aspects of pop culture and beyond. Millions of visitors shape these rankings by voting, making Ranker the ultimate source for the best (and worst) of everything. We also turn the over one billion votes cast on Ranker into opinion graphs of consumer sentiment across all of entertainment and more. These are deep psychographics of what fans love at very granular levels across shows, films, celebrities, games, music and countless other categories. We're Ranker.

## The Intersection Between Passion & Curiosity

With each piece of content, Ranker invites our readers to fall down the rabbit hole, serving them endless options of what to read next



**WEIRD HISTORY**

**GRAVEYARD SHIFT**

**TOTAL NERD**

**ANIME UNDERGROUND**

**UnSpeakeable Times**

**Rank worthy**

**UNSCRIPTED\_**

**music • sports  
food • travel**

### Numbers That Matter

**3+**

MINUTES/VISIT

**50MM**

MONTHLY UNIQUES

**40MM**

MONTHLY VIDEO VIEWS

**15MM**

MONTHLY VOTES

**65MM**

SOCIAL FOLLOWERS

ADULTS

21-49 (MEDIAN 40)

MOBILE TRAFFIC

**90%**

MEN

**56%**

WOMEN

**32%**

MULTICULTURAL

#### ENTERTAINMENT

103K+  
LISTS

33MM+  
MONTHLY PVs

675MM+  
TOTAL VOTES

#### GAMING/NERD

18K+  
LISTS

13MM+  
MONTHLY PVs

253MM+  
TOTAL VOTES

#### LIFESTYLE/CULTURE

38K+  
LISTS

8.7MM+  
MONTHLY PVs

463MM+  
TOTAL VOTES

#### HISTORY

9K+  
LISTS

16MM+  
MONTHLY PVs

115MM+  
TOTAL VOTES

## Ranker Creative Services

Our team will create whatever units your campaign calls for, transforming your standard IAB into beautiful rich media ads with unlimited functionality.

Rich Media Video ✓

HTML5 ✓

STANDARD IAB ✓

SOCIAL INTEGRATION ✓

### Custom Content

Create custom lists, articles, and branded videos with our Ranker Studio to fulfill any client need

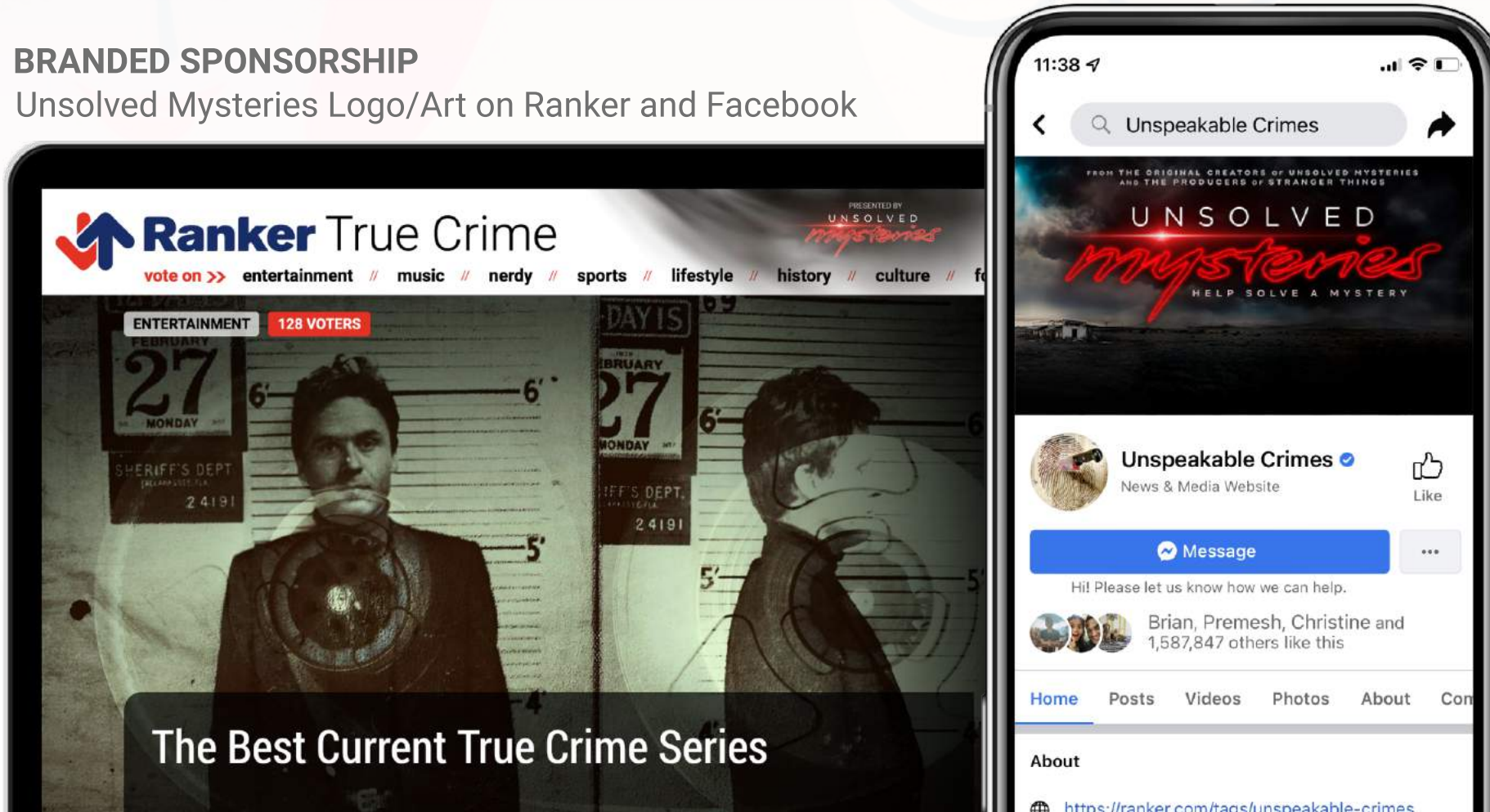


BRANDED VIDEO  
The Best Things To Do in Chicago, as reranked by the cast of One Chicago

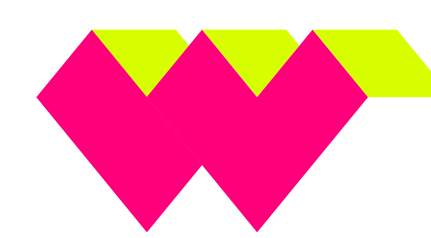
### Sponsorships

Integrate your brand within Ranker videos, social pages, content collections and more.

BRANDED SPONSORSHIP  
Unsolved Mysteries Logo/Art on Ranker and Facebook



[view our ad gallery](#)



## Ranker Insights & Watchworthy



Over **1 Billion votes** gives Ranker actionable first party data which we've used to create Ranker Insights. We have a well of preferences and behaviors exclusive to Ranker that we've been able to use to build stronger targeting and a state-of-the-art app called Watchworthy.

**Personalized Recommendations in 30 secs**

**Discover Shows Across 200+ Streaming Services**

**We Can Tell You What's "Worthy" of Your Time**



FIRST-PARTY DATA SITS AT THE HEART OF A PRIVACY-SAFE ECOSYSTEM

**PRIVACY**

User data is protected and respected

**SCALE**

Audiences are available across every impression

**TRUST**

Confidence and transparency in audience data