

A group of several kittens of various breeds (tabby, grey, white) are looking upwards with curiosity. The image is overlaid with a semi-transparent pink filter. In the center, the word "BRAINJOLT" is written in a bold, white, italicized sans-serif font, enclosed within a white rectangular frame that has a slight 3D effect with a shadow.

**BRAINJOLT**



# WE ARE BRAINJOLT

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A unique fusion of **engagement** agency and **viral** media publisher; we focus on two areas.



CAPTIVATING  
CONTENT

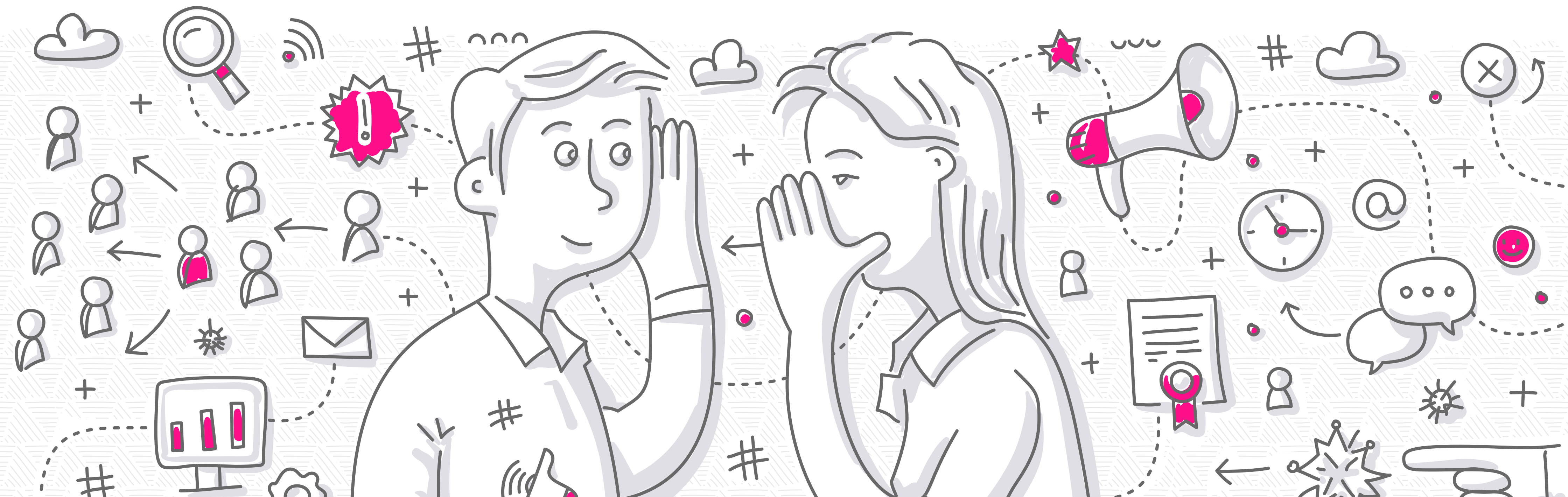
EXPANSIVE  
BRANDLIFT

# OUR PROMISE

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Through our highly engaged audience,  
we will make your brand's initiative become **VIRAL**.

**Guaranteed.**



# THE POWER OF POSITIVE CONTENT

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Smile-inducing content that aligns readers with brands that have tapped into the **positive power of the Brainjolt network.**



*Saving the World  
from Boredom*

2.2M+  
✓ Likes



*Hilariously  
Illuminating Quizzes*

1.9M+  
✓ Likes



*Stories of  
Inspirational People*

1.9M+  
✓ Likes



*Celebrating Bad  
Parenting Moments*

600K+  
✓ Likes



# SOCIAL

We Meet Our Audience Where They Are

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SINCE OUR  
LAUNCH **IN 2008**

Our **ideas** have reached more than a billion people.

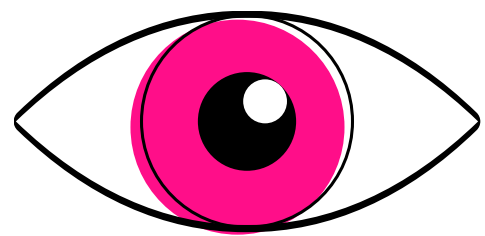
Our **stories** strengthen connections through a monthly Reach of 600M+

and they spark **discussions** with 75M+ monthly Engagements.

# PEOPLE LOVE US

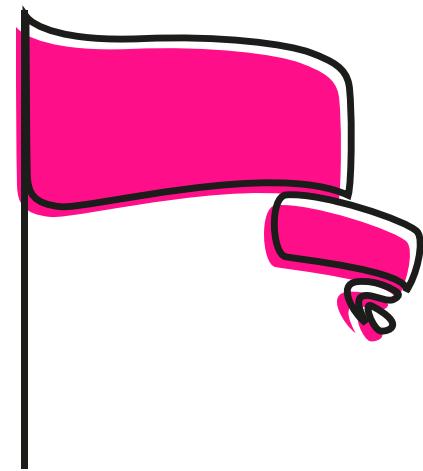
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Reaching millions is exciting.  
**Engaging millions is even better.**



**400M+**

MONTHLY  
PAGEVIEWS



**37M+**

UNIQUE  
VISITORS



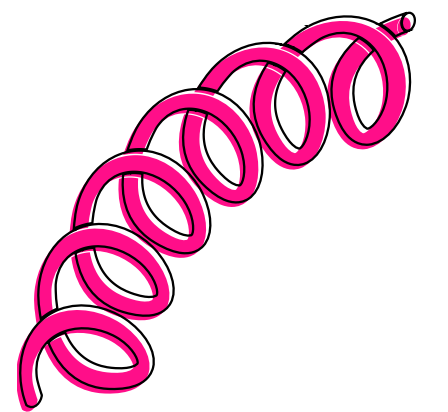
**8M+**

TOTAL  
SUBSCRIBERS



**4 MIN.**

PER AVG.  
SESSION



**7%**

BOUNCE  
RATE

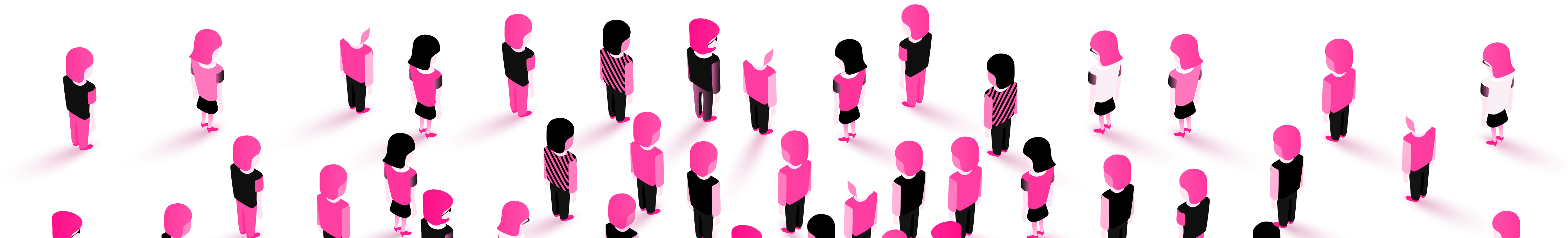


# SOCIAL

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We keep people engaged.

Our audience has grown over 300%  
**in the last two years**  
because we know what stories work on social.



# SOCIAL

40M+ REACH



“The Best and Only Acceptable ‘Duckface’”

20M+ REACH



“No Matter Who Your Team Is...”

23M+ REACH

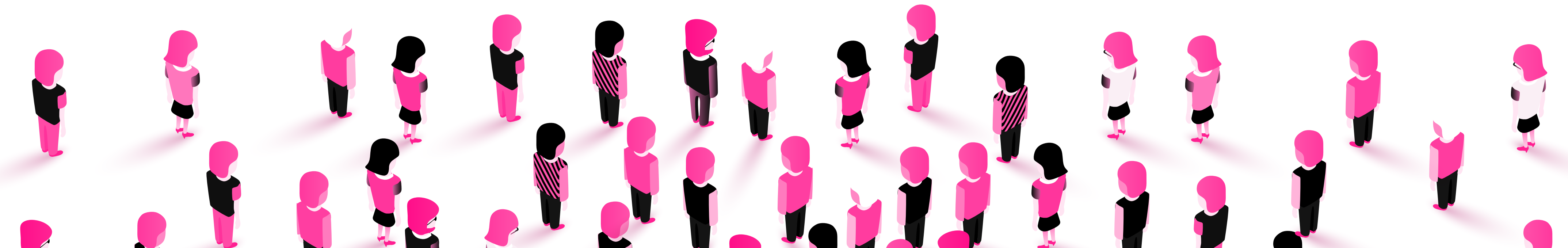


“I’m Feeling Like a Real Winner...”

16M+ REACH



“Dear Men... Take the Photo. Dear Women...”





# SOCIAL

We Meet Our Audience Where They Are

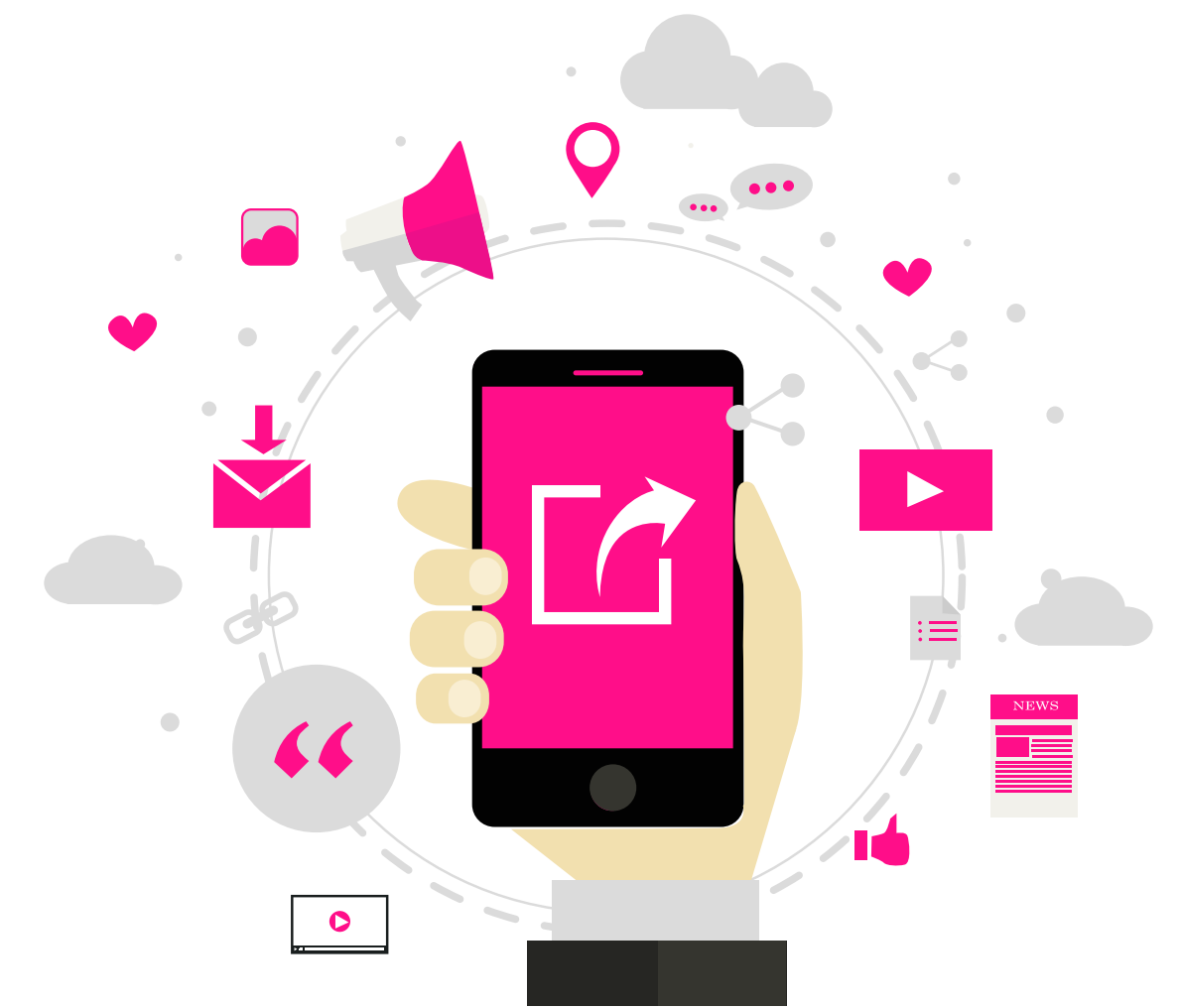
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**8** million  
followers



**30** million  
likes

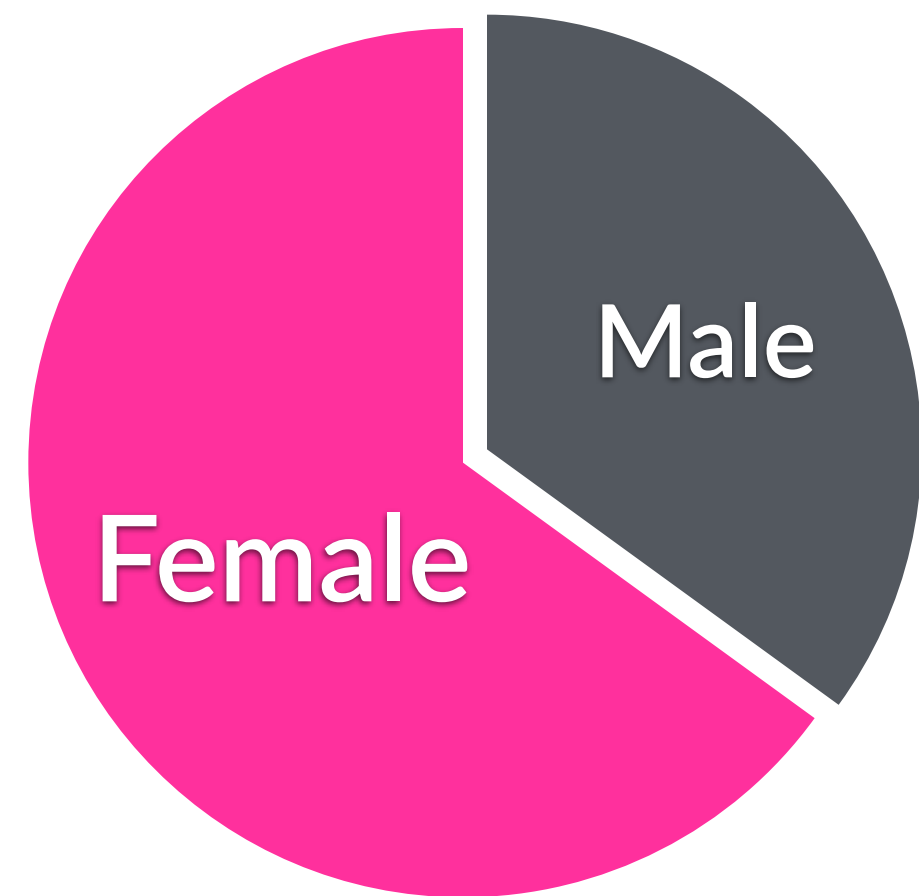


**7** million  
shares/month

# OUR AUDIENCE

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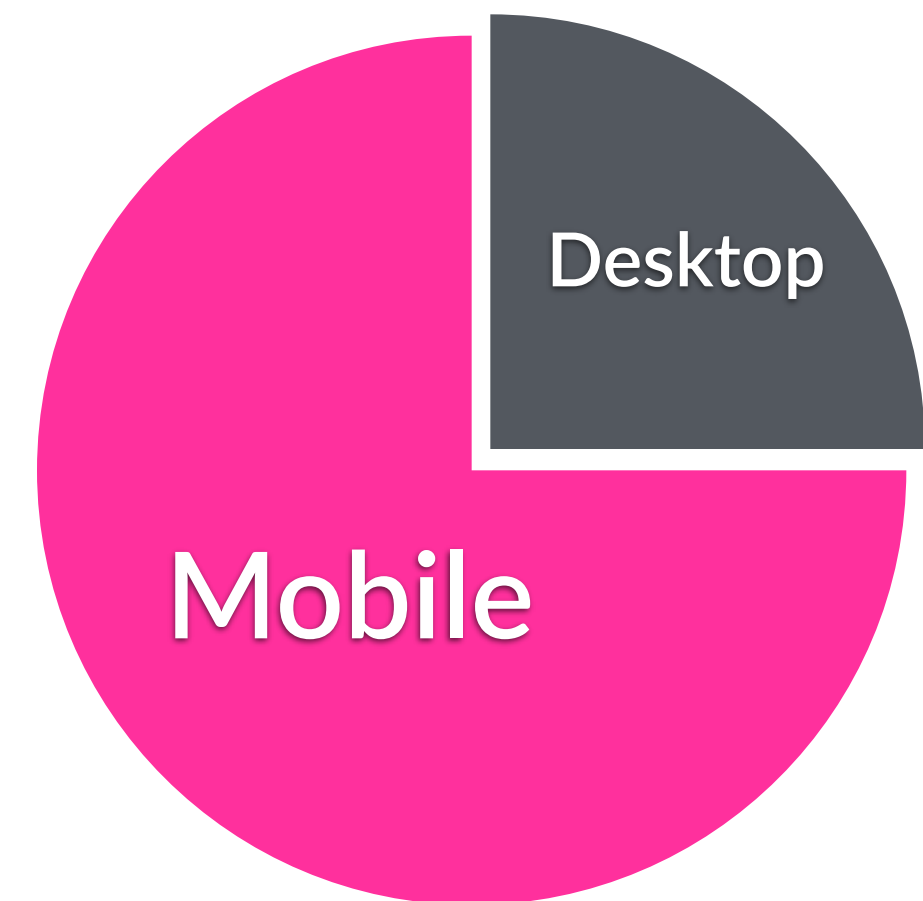
Young, Engaged, and Connected.



**65%**  
FEMALE  
*Audience*



**55%**  
MILLENNIALS  
*Ages 18-34*



**75%**  
MOBILE  
*Users*



# WHAT OTHERS ARE SAYING ABOUT US

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“  
There’s something different about  
22 Words — you can actually tell it’s  
run by a human.”

*Esquire*

# WHAT OTHERS ARE SAYING ABOUT US

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“

The 2nd best website on Facebook.

*The Atlantic*

”

# WHAT OTHERS ARE SAYING ABOUT US

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“  
One of the top 5 best sites for toy  
advertisers to “get the biggest bang  
for their buck.”

**ADWEEK**

”



# HOW DOES IT WORK

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Our team of social and content strategists expertly combine viral, engaging content with our advertiser's goals to create **compelling, on-brand content.**

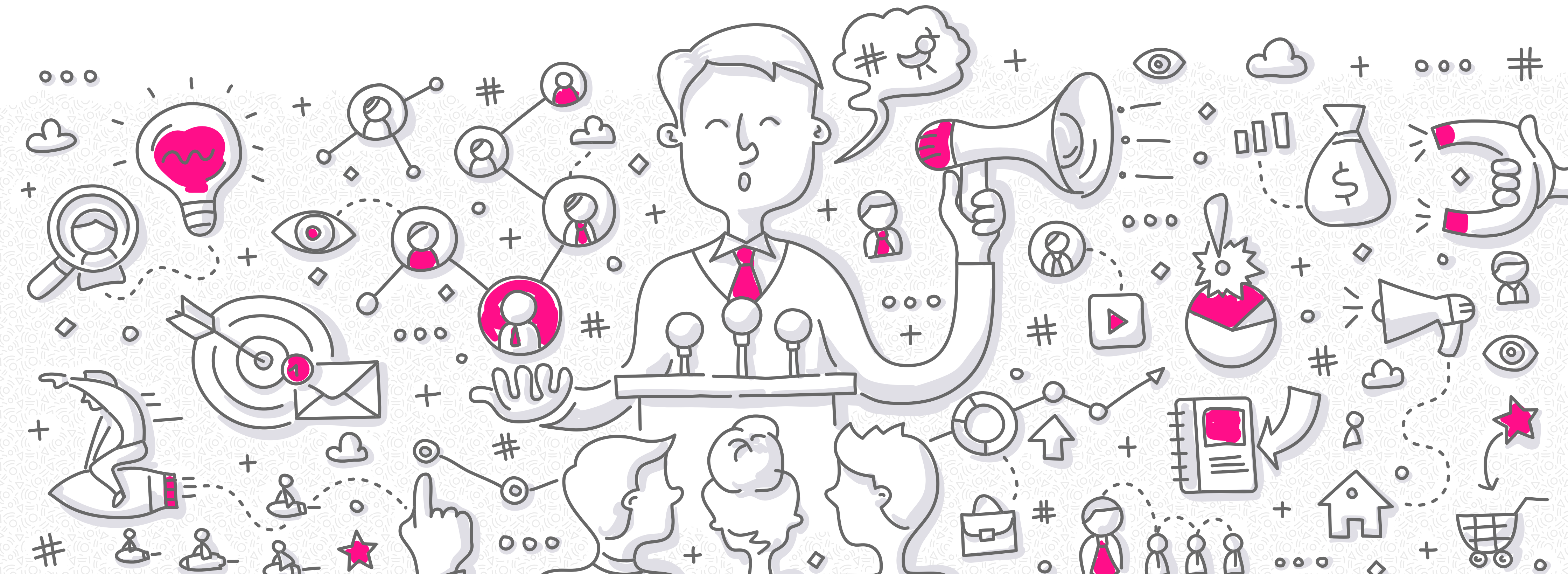




# BRAINJOLT STUDIOS

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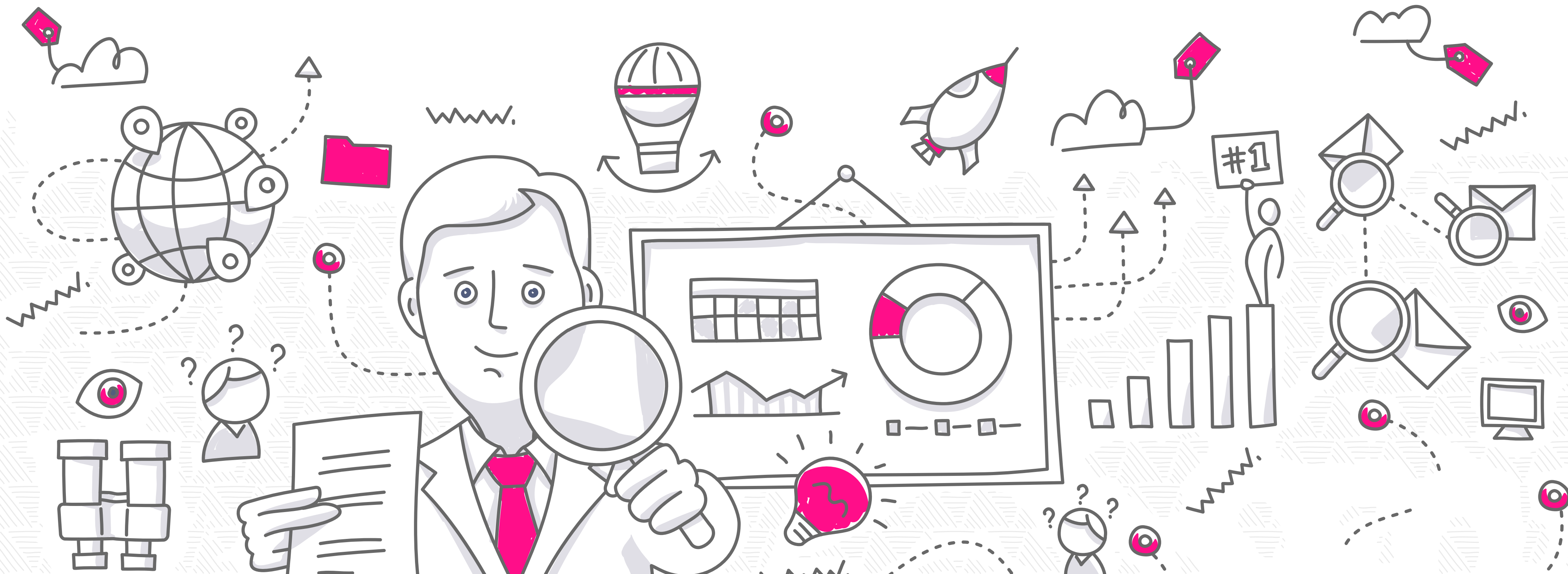
Align your brand with **captivating content** shared among the most valuable online audiences.



# THE BRAINJOLT WAY

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Our environment is  
**brandsafe, transparent, and viewable.**





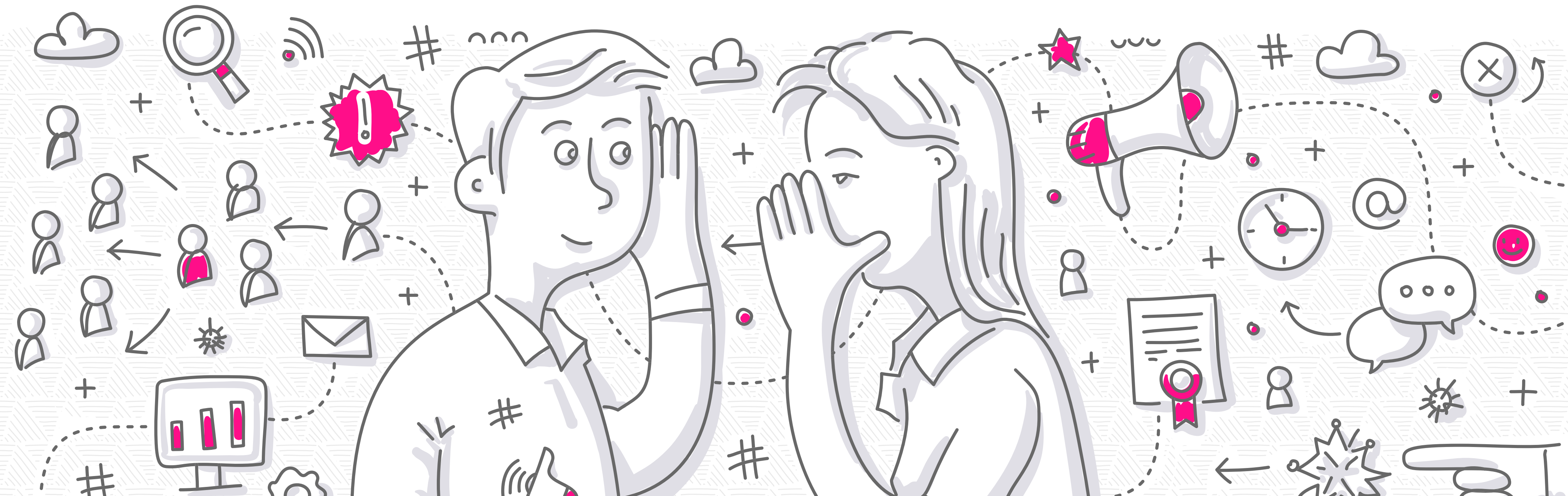
# THE BRAINJOLT WAY

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We are a publisher obsessed with engagement.

**We make brand initiatives go viral.**

**ADVERTISERS ONLY PAY WHEN IT'S VIRAL.**

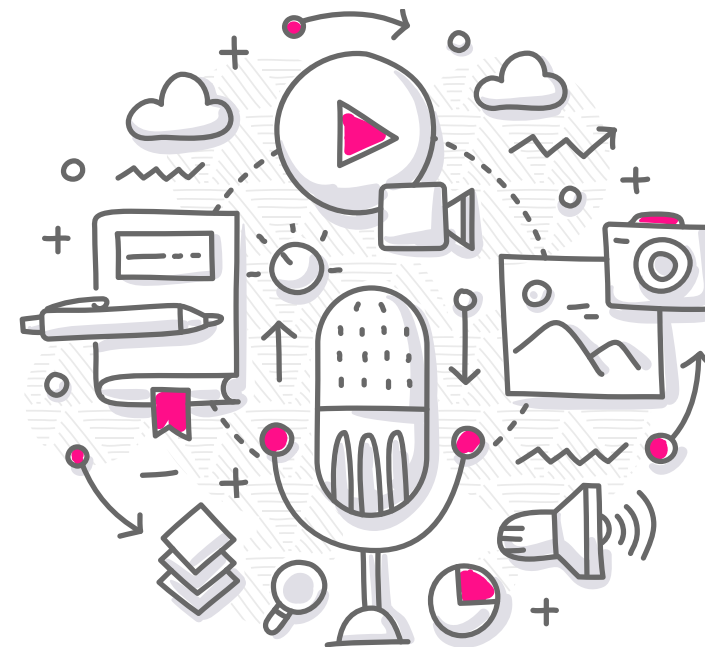


# OUR SOLUTIONS



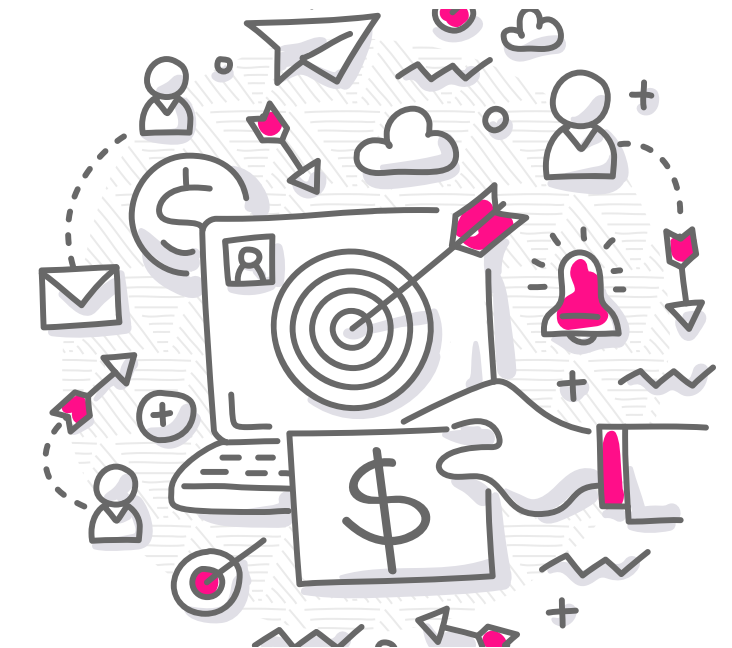
## Branded Content

Using our **C.O.D.E Philosophy**



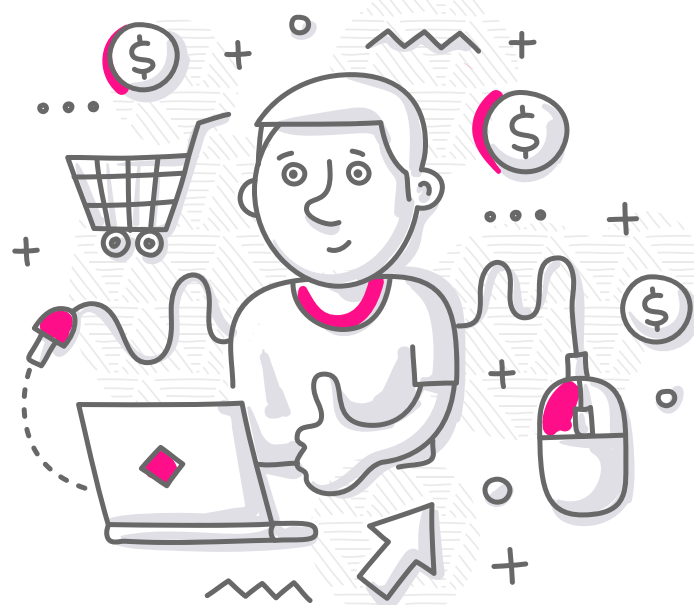
## Custom Content

Articles • Videos • Quizzes • Social Posts



## Preferred Ad Placements

Native & Display



## Programmatic

PMP • Preferred Deal • PG



## Email Newsletters

Targeted Email Campaigns



## Sponsorships

Influencers Programs





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**LET'S GET VIRAL**

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