

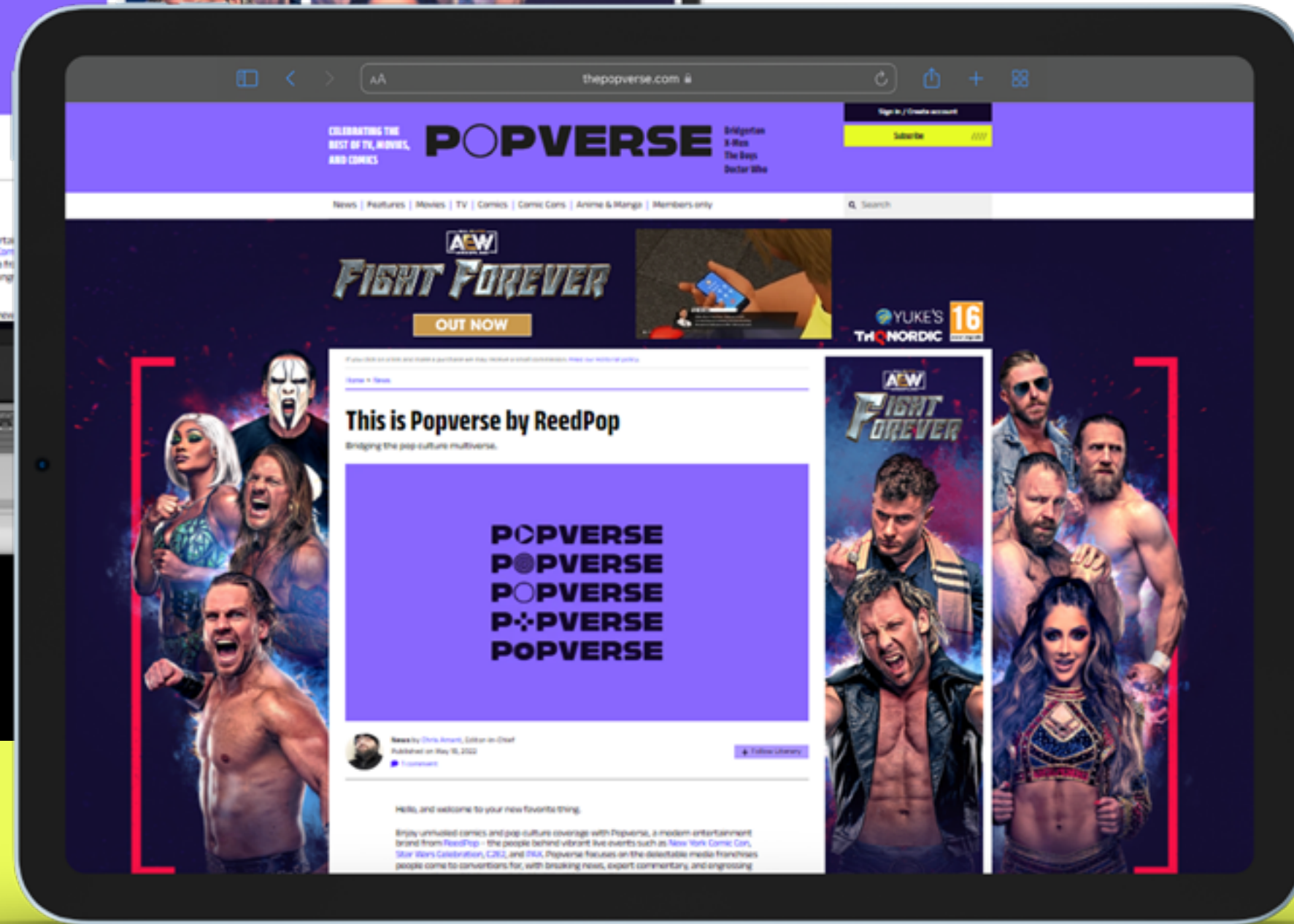
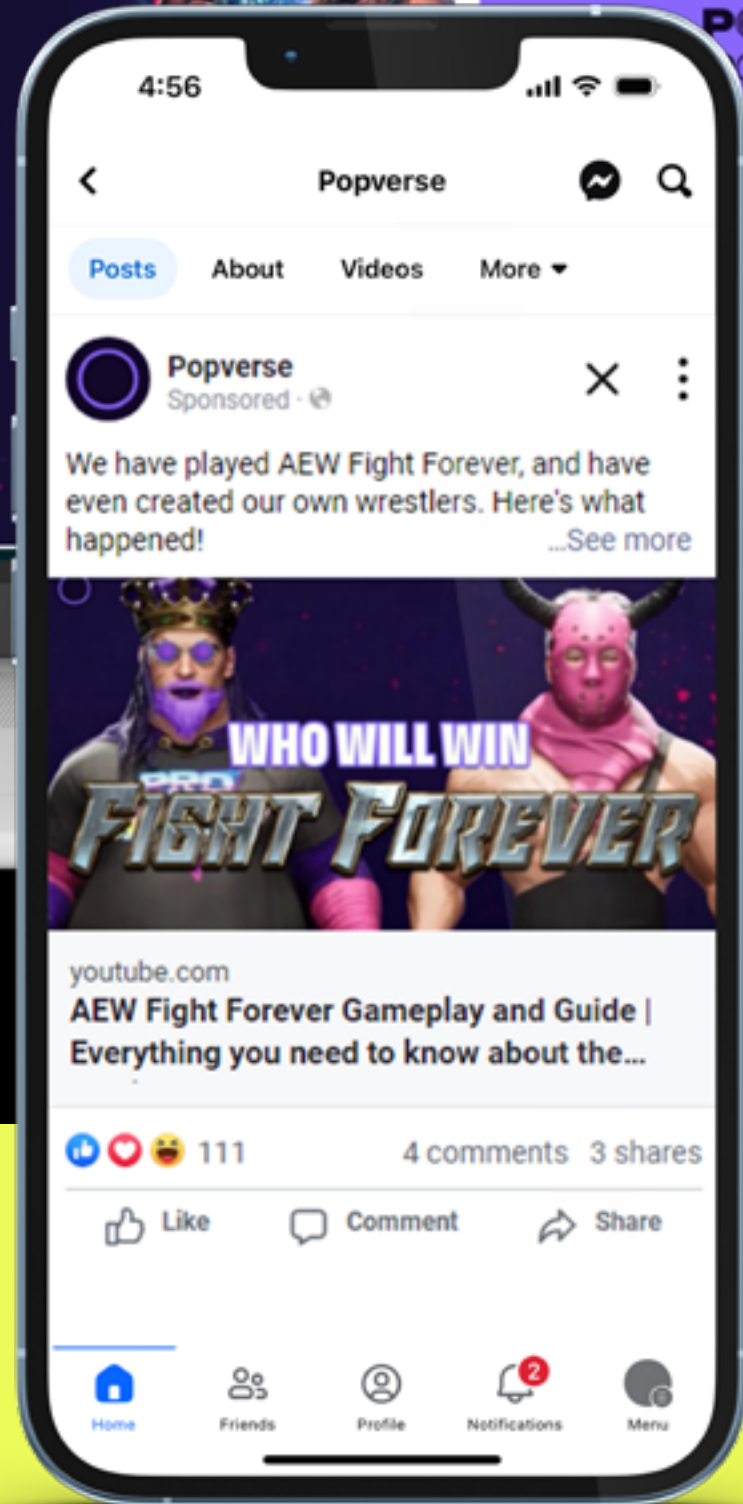
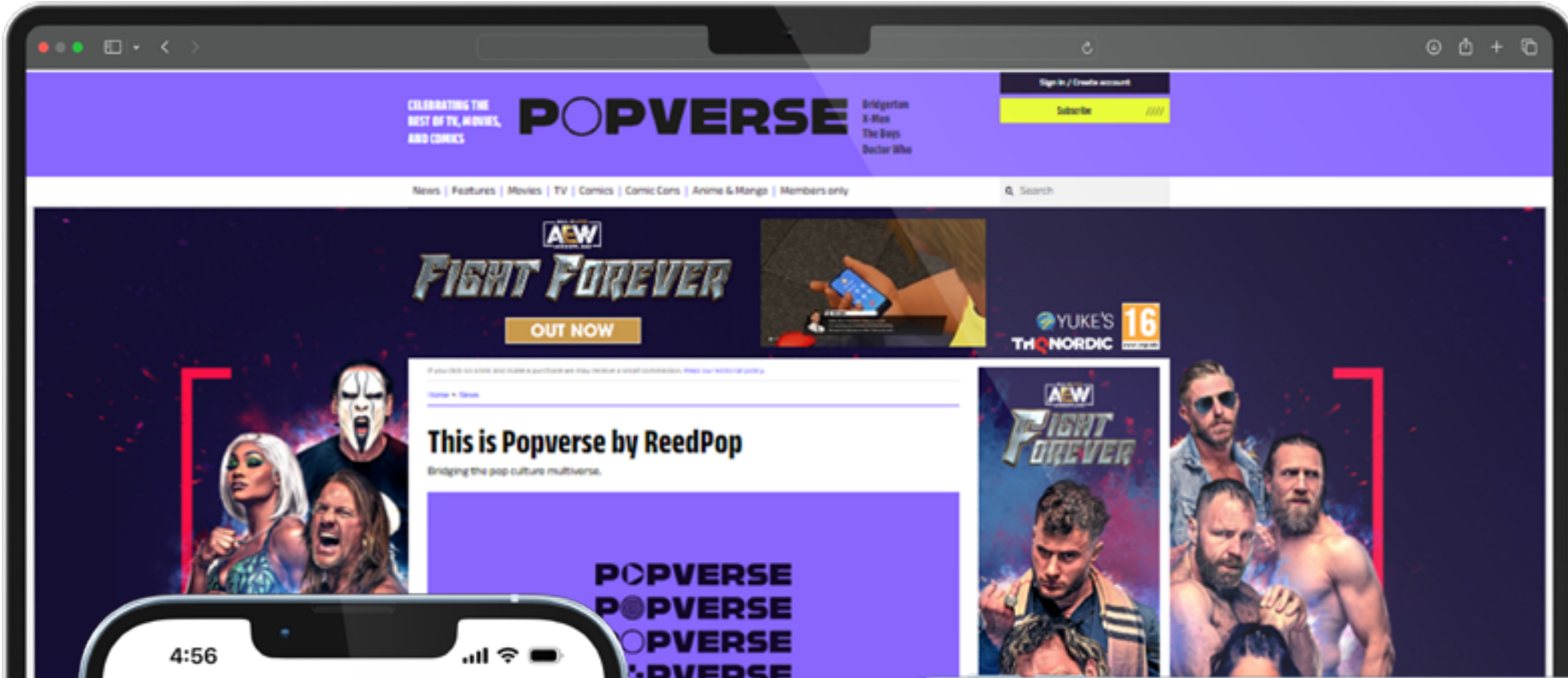
POPVERSE

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MEDIA KIT



POPVERSE

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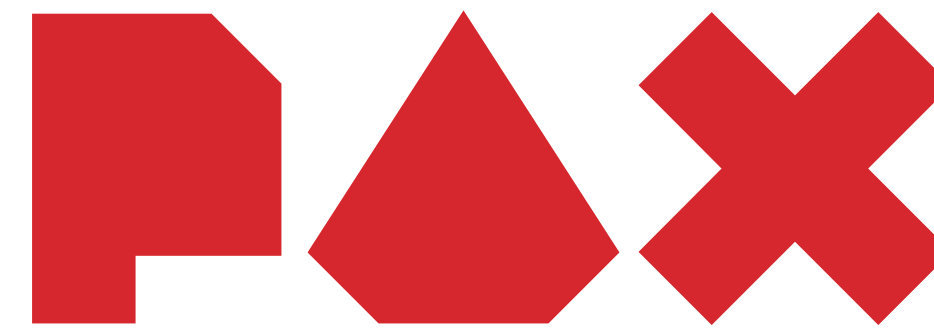
POPVERSE

POPVERSE IS A DIGITAL MEDIA BRAND LAUNCHED BY REEDPOP IN 2022 THAT CELEBRATES POP CULTURE, CONNECTING FANS AROUND THE GLOBE TO THEIR FAVORITE MOVIE, TV, COMIC, AND ANIME FRANCHISES. OUR AUDIENCE IS MADE UP OF PASSIONATE FANS, LIVE EVENT ATTENDEES, COLLECTORS AND MORE WHO INVEST IN THEIR FANDOMS.

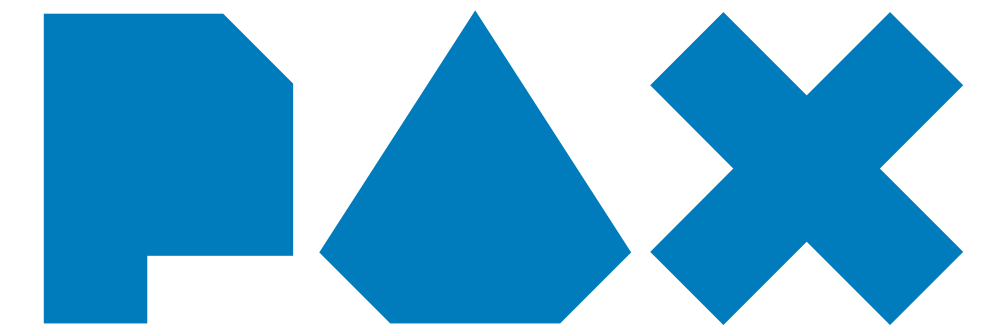
POPVERSE TELLS YOU WHAT'S HAPPENING, WHY IT'S HAPPENING, AND WHAT IT MEANS FOR YOU SO YOU CAN BE ON TOP OF THE NEXT BIG THING, AND GET A DEEPER LOOK AT YOUR FAVORITES.



POPVERSE LETS YOU
ENGAGE WITH OUR
FANS YEAR-ROUND
AND TIE YOUR DIGITAL
ENGAGEMENTS TO IRL
MOMENTS AT OUR
LIVE EVENTS



EAST / BOSTON, MA



WEST / SEATTLE, WA



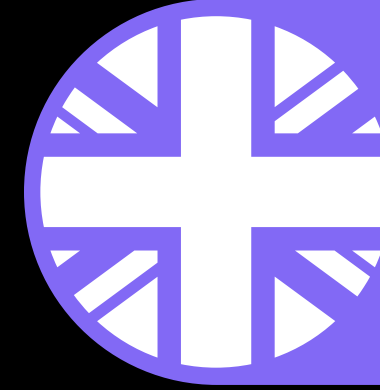
AUDIENCE

ACCESS OUR GLOBAL AUDIENCE OF 2M UNIQUE VISITORS PER MONTH, SPANNING 200+ COUNTRIES



1.6M

MONTHLY VISITORS



270K

MONTHLY VISITORS

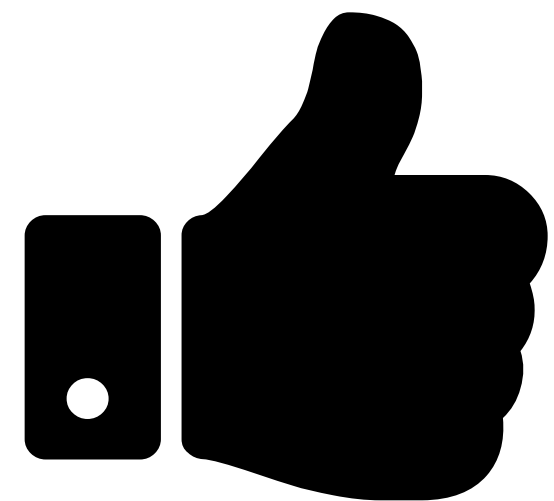


107K

MONTHLY VISITORS

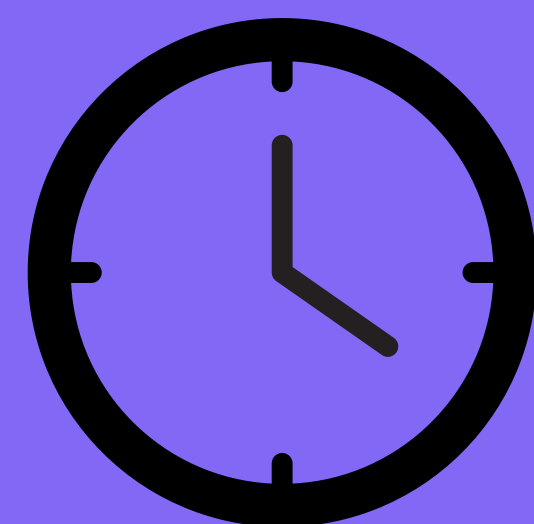
100K

AGGREGATE SOCIAL FOLLOWERS



74%

OF FANS SAY THEY SPEND 2+ HOURS A DAY ENGAGING WITH CONTENT RELATED TO THEIR FANDOMS



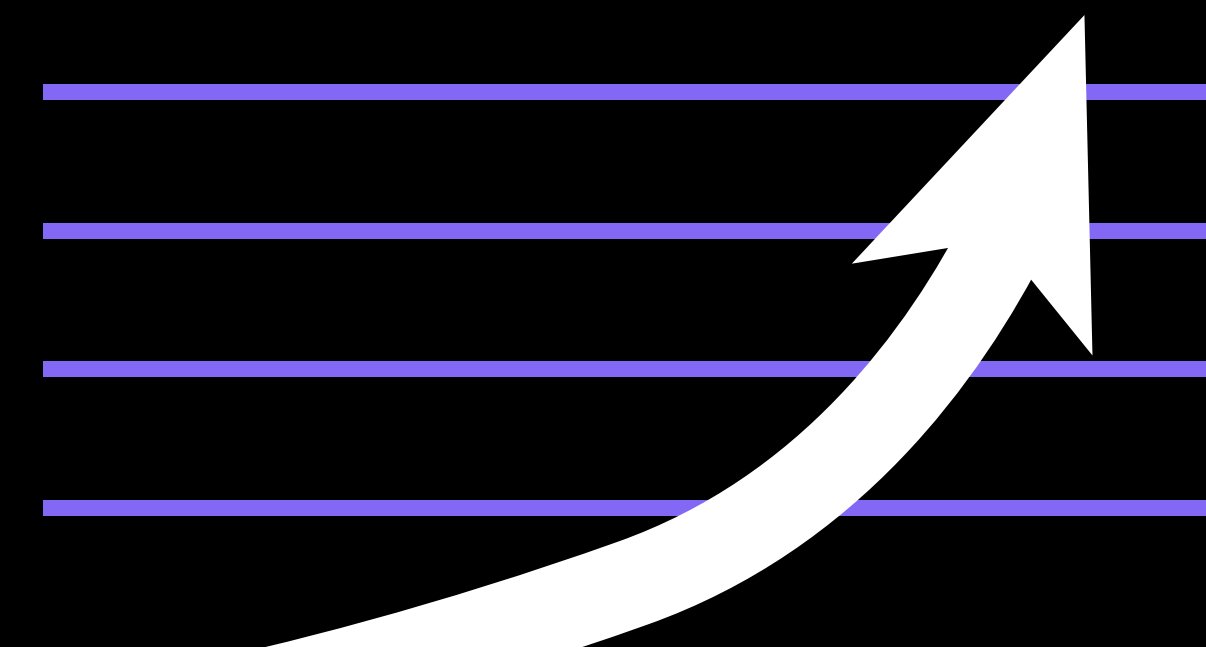
58%

OF FANS SPEND \$50+ A MONTH ON PRODUCTS OR SERVICES RELATED TO THEIR FANDOMS



35%

SPIKE IN TRAFFIC DURING LIVE EVENTS





AUDIENCE

100 89% DESCRIBE THEMSELVES AS
MARVEL FANS

- MALE 53%/FEMALE 45%
- 75% SPEND 2+ HOURS A DAY ENGAGING WITH MARVEL RELATED CONTENT
- 70% SPEND \$50+ PER MONTH ON THEIR FANDOM

100 74% DESCRIBE THEMSELVES AS
STAR WARS FANS

- MALE 56%/FEMALE 40%
- 75% SPEND 2+ HOURS A DAY ENGAGING WITH STAR WARS RELATED CONTENT
- 71% SPEND \$50+ PER MONTH ON THEIR FANDOM

100 62% DESCRIBE THEMSELVES AS
DC UNIVERSE FANS

- MALE 57%/FEMALE 39%
- 76% SPEND 2+ HOURS A DAY ENGAGING WITH DC RELATED CONTENT
- 72% SPEND \$50+ PER MONTH ON THEIR FANDOM

100 55% DESCRIBE THEMSELVES AS FANS OF
COMICS/GRAPHIC NOVELS

- MALE 66%/FEMALE 27%
- 33% HAVE A HHI OVER \$100K+
- 79% SPEND \$50+ PER MONTH ON THEIR FANDOM

100 40% DESCRIBE THEMSELVES AS
GAMING FANS

- MALE 68%/FEMALE 28%
- 51% UNDER THE AGE OF 34
- 70% SPEND \$50+ PER MONTH ON THEIR FANDOM

100 35% DESCRIBE THEMSELVES AS
ANIME/MANGA FANS

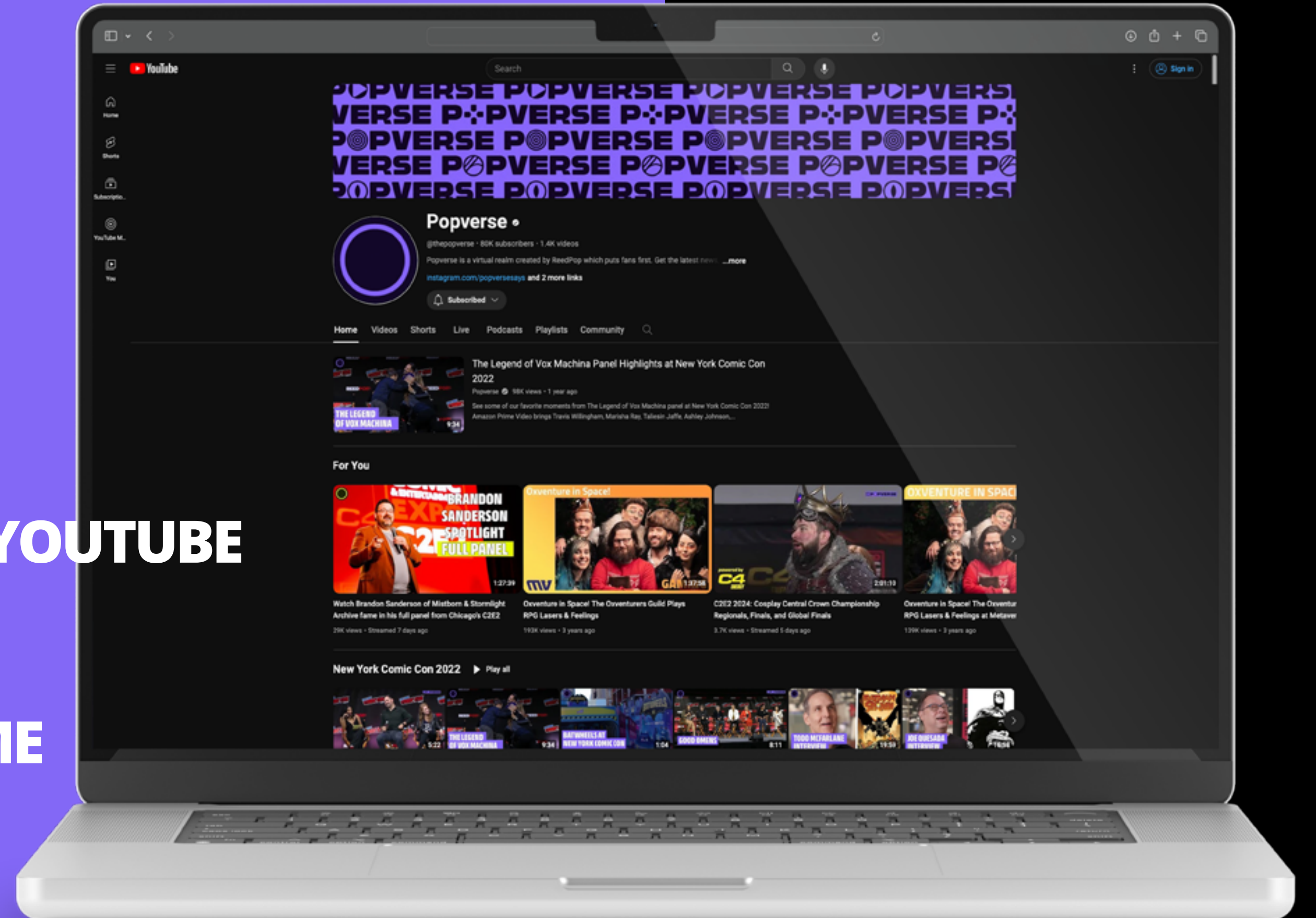
- MALE 58%/FEMALE 40%
- 50% UNDER THE AGE OF 34
- 75% SPEND \$50+ PER MONTH ON THEIR FANDOM

VIDEO

78K SUBSCRIBERS

4.5M VIEWS PER MONTH ON YOUTUBE

4 MIN AVERAGE WATCH TIME

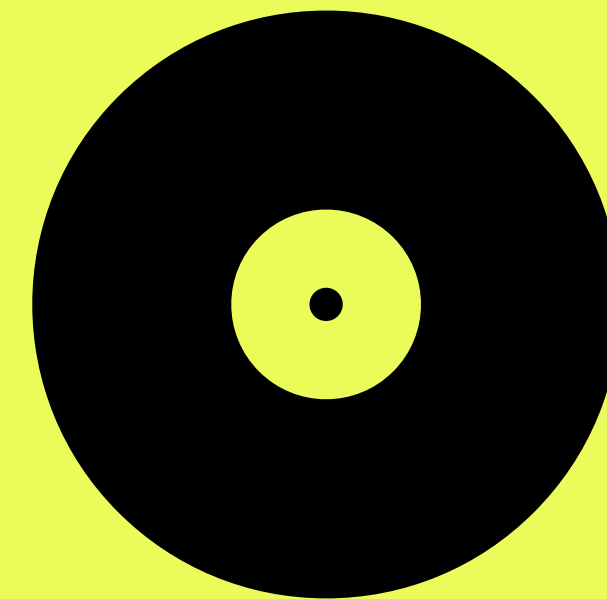


FAN ENGAGEMENT



DIRECT CAMPAIGNS

- GET YOUR BRAND IN FRONT OF PASSIONATE FANS WHO INVEST TIME AND MONEY INTO THEIR FANDOMS



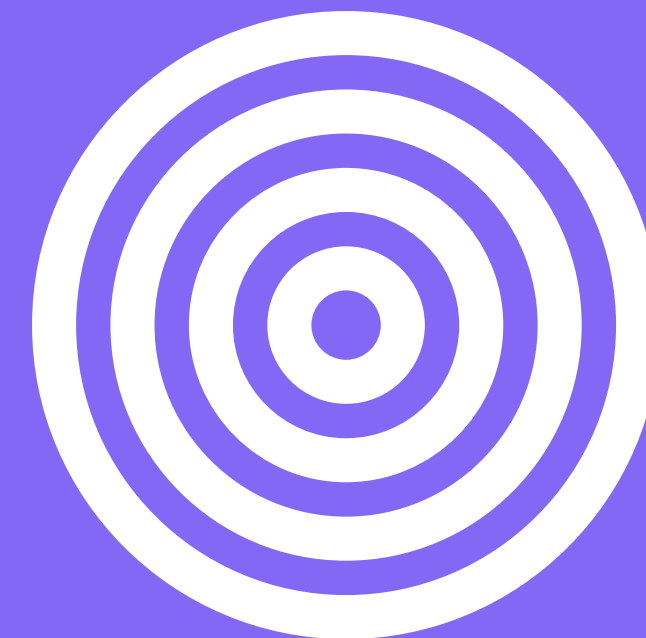
SPONSORSHIP

- DISCOVER UNIQUE WAYS THROUGH MEDIA AND LIVE EVENTS TO TELL YOUR BRAND'S STORY



LIVE EVENTS

- POPVERSE OFFERS MULTIPLE WAYS FOR YOUR BRAND TO CONNECT WITH FANS LEADING UP TO AND AT OUR INDUSTRY LEADING LIVE EVENTS SO YOU STAND OUT FROM THE CROWD

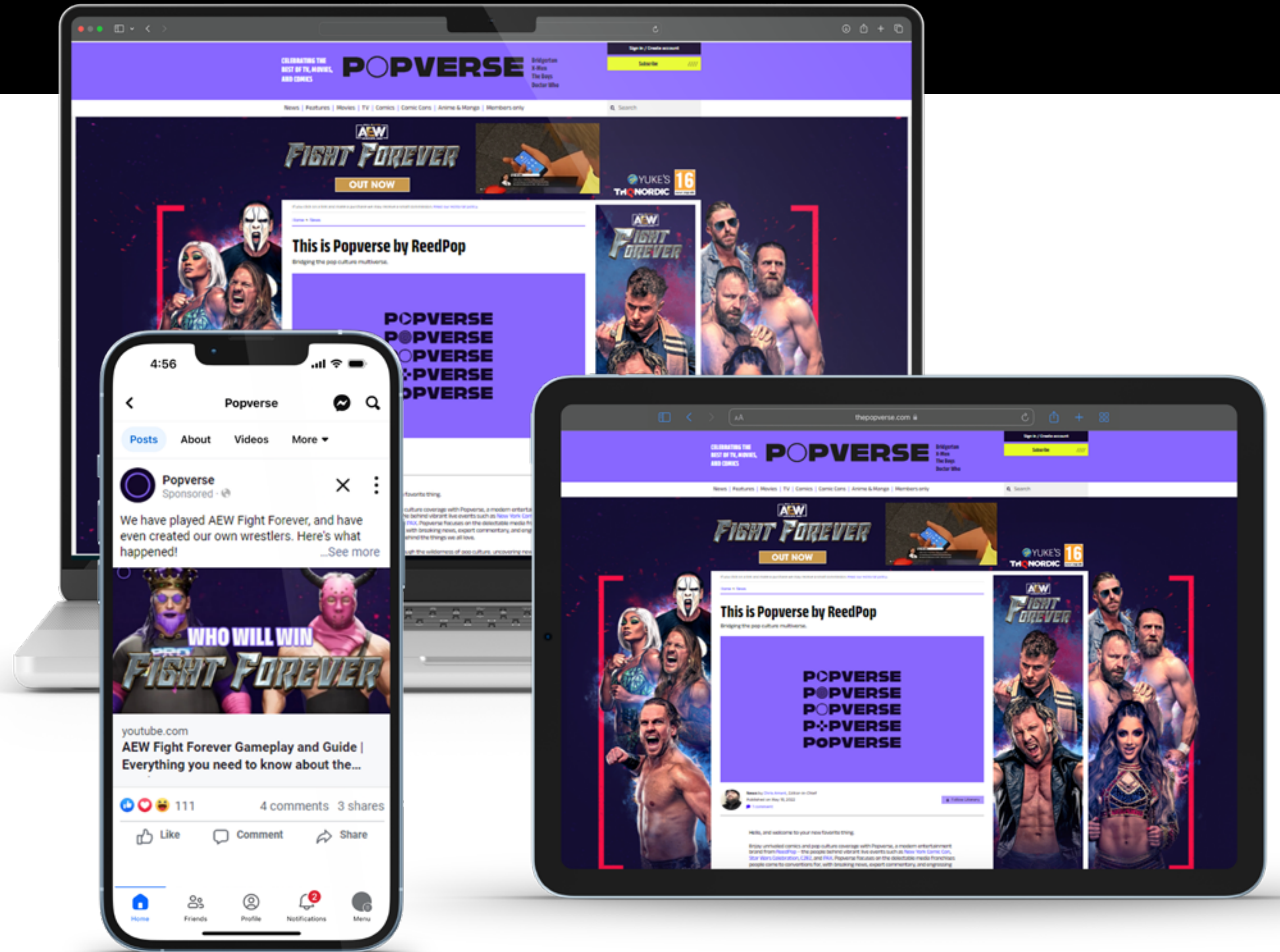


CUSTOM PARTNERSHIPS

- WORK WITH OUR CREATIVE TEAM TO DEVELOP CUSTOM SOLUTIONS TO ACCOMPLISH YOUR GOALS

AEW × POPVERSE

AEW HARNESSSED THE POWER OF POPVERSE TO ACHIEVE TOP-OF-MIND AWARENESS, ESTABLISH BRAND AUTHORITY, AND GENERATE ENGAGEMENT AMONG THE TARGET AUDIENCE.



SPONSORED CONTENT

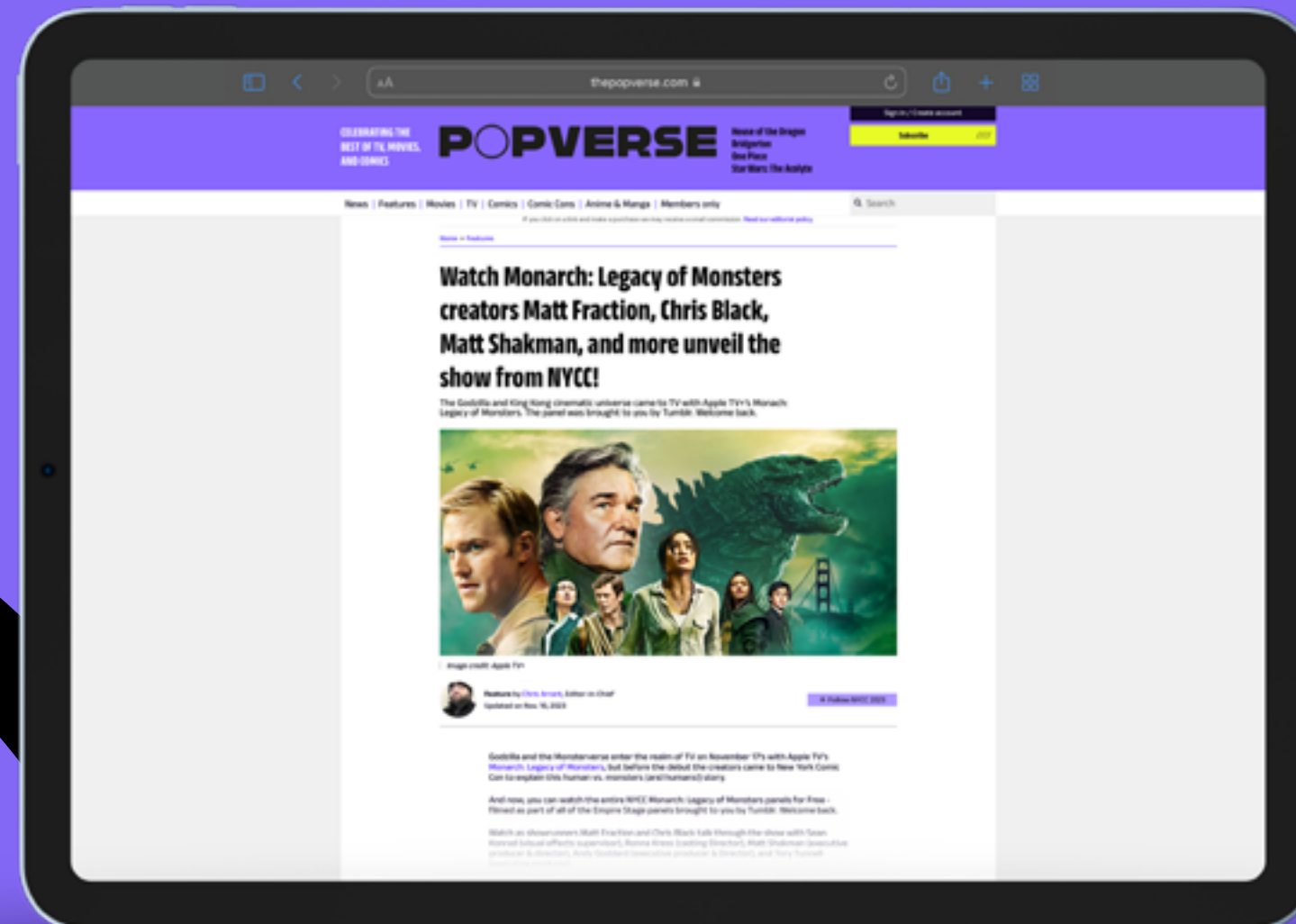
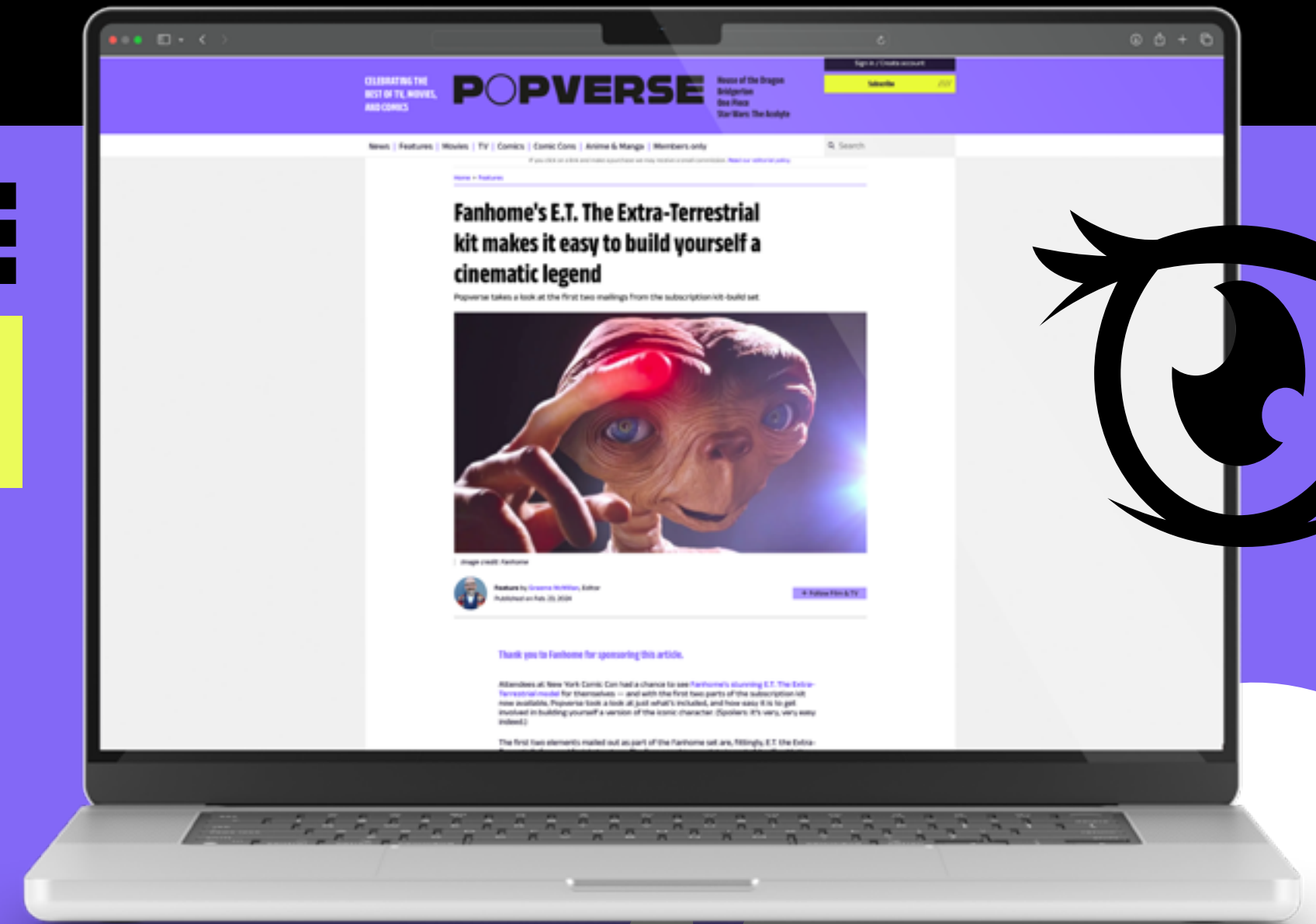


FINAL FANTASY 7

[CLICK HERE](#)

FANHOME

[CLICK HERE](#)



MONARCH @NYCC

[CLICK HERE](#)

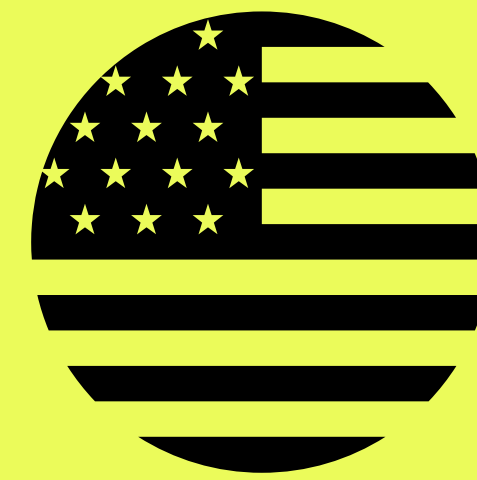
**WEEK LONG
GLOBAL
TAKEOVER**

\$25 CPM



**WEEK
LONG US
TAKEOVER**

\$30 CPM



**WEEK
LONG UK
TAKEOVER**

\$30 CPM



**WEEK
LONG EU
TAKEOVER**

\$20 CPM



MPUS

\$10 CPM

BILLBOARD

\$15 CPM

HALFPAGE

\$15 CPM

**WEBSITE SPONSORED
CONTENT OPPORTUNITIES**

**ARTICLE ON THE
WEBSITE, SOCIAL
POST, HIGHLIGHTED IN
POPVERSE NEWSLETTER**

\$2,500



**VIDEO ON WEBSITE
(1-2 MINUTES), SOCIAL
POST, HIGHLIGHTED IN
POPVERSE NEWSLETTER**

\$3,500

**LIVE EVENT SPONSORED
CONTENT OPPORTUNITIES**

**BOOTH/PRODUCT
SPOTLIGHT VIDEO,
WEBSITE POST,
SOCIAL**

\$4,000



**SPONSORSHIP ON
ALL POPVERSE EVENT
RELATED ARTICLES**

[EX: ALL C2E2 ARTICLES SPONSORED BY "X"]

\$5,500

**CUSTOM
SPONSORSHIP
OPPORTUNITIES**

**OUR TEAM WILL WORK PARTNER
WITH YOU TO DEVELOP CUSTOM
OPPORTUNITIES TO MEET YOUR
OBJECTIVES:**

- YEAR-ROUND
CAMPAIGNS**
- INTEGRATIONS
ACROSS MULTIPLE
LIVE EVENTS**
- ENGAGEMENT
OPPORTUNITIES WITH
POPVERSE MEMBERS**