



wattpad  
brand partnerships

# Media Kit



# Wattpad Brand Partnerships

Wattpad is the world's largest social network of readers and writers. We use the power of community and technology to help brands and Hollywood unleash the full potential of stories to the world.



**90M+**

monthly  
audience



**52min**

average time spent  
per day per user



**23B**

minutes spent  
on Wattpad  
every month



**80%+**

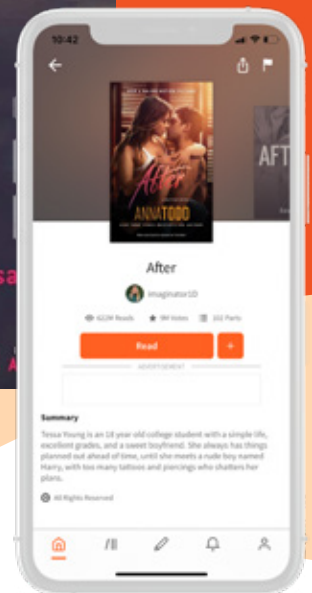
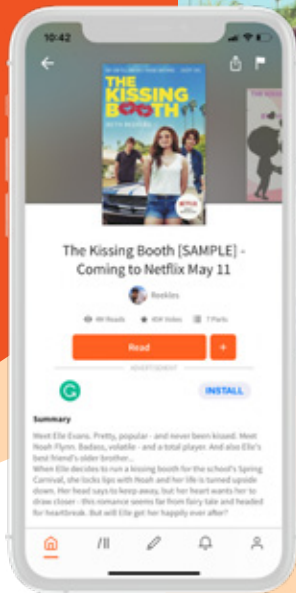
of our audience  
is Gen Z

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**Wattpad is the most positive, diverse  
and impactful place marketers can  
engage with millions of Gen Zs.**

# You may have seen us around...

Some of the top content to permeate Gen Z pop culture started on Wattpad, including **The Kissing Booth**, one of the most watched Netflix films of 2018, and **After**, which became one of the top grossing indie films of 2019. These are just a few of the nearly **1 billion** unique story uploads on the platform.



We've also worked with the world's top brands on branded entertainment and in various media capacities. It's time for your brand to **get in on the action!**

# Products

## Writing Contests

Reach our community and create lasting affinity through branded writing contests, and come away with a collection of original branded stories with user-generated insights about your brand.

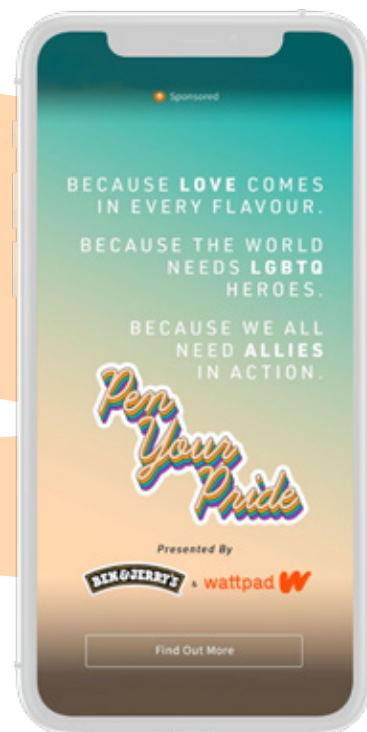


## Write-a-thon

Engage our community through a purpose-driven campaign. Set a donation goal for a cause that matters to your brand and have the Wattpad community contribute by doing what they love- writing! We'll throw a prompt out to our community and every writing entry will trigger a donation.

## Custom Content

Our influencers are skilled at bringing brands into their story worlds. Whether it's a new branded story from a top-tier Wattpad Star, or a bonus chapter in one of our most-read stories, make your brand part of what they already love.





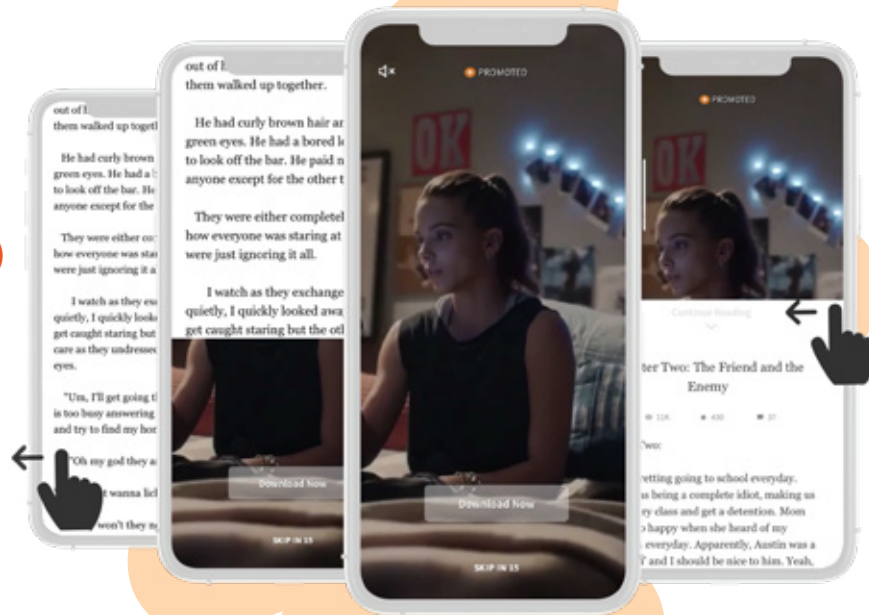
# Wattpad video

## In-App Video

### Video formats

- :15 Non-Skip (Forced View) - Mobile
- :5 Non-Skip - Mobile (Custom lengths available up to :30, preferred format :15)
- :6 Bumper\* - Mobile

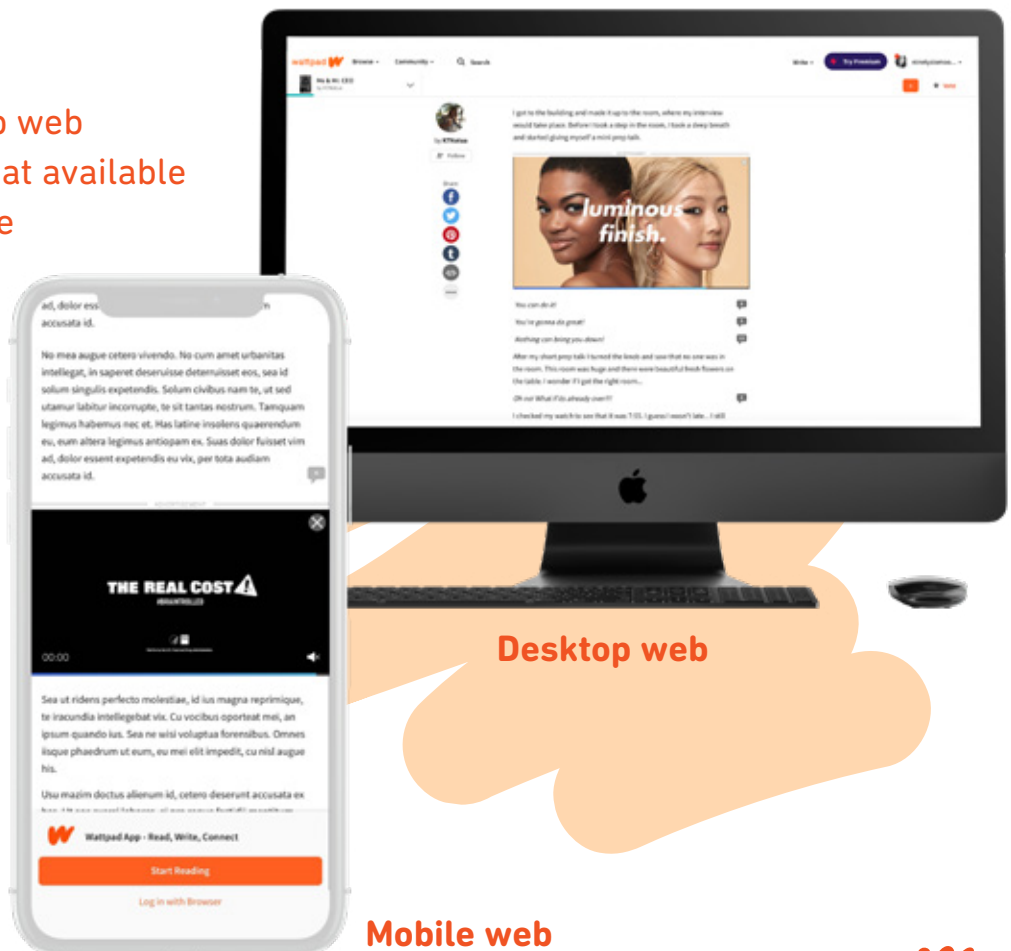
Video ads appear between natural chapter breaks of our most read and thematically relevant stories, enabling you to reach your target audience when they are wholly immersed.



## Outstream

### Top features

- Built for mobile and desktop web
- Vertical and horizontal format available
- Non-disruptive, non-invasive
- VAST compliant



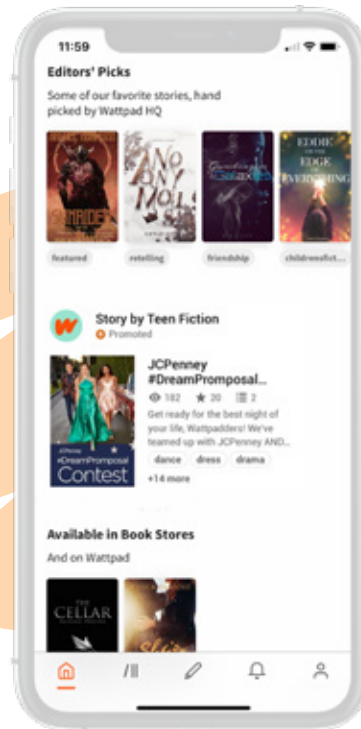
Desktop web

Mobile web

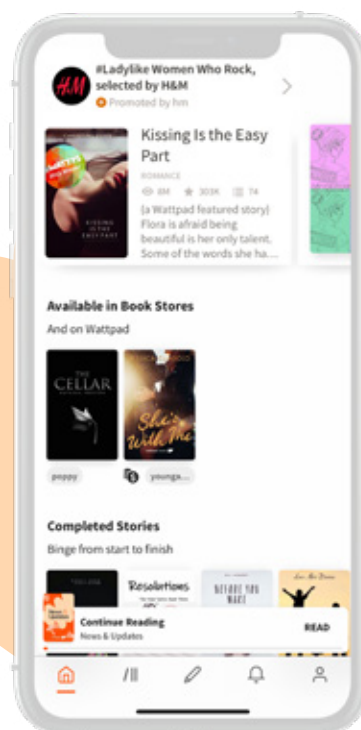
\*Bumpers run to completion

# Native ad suite

## Mobile - Home - Promoted Story

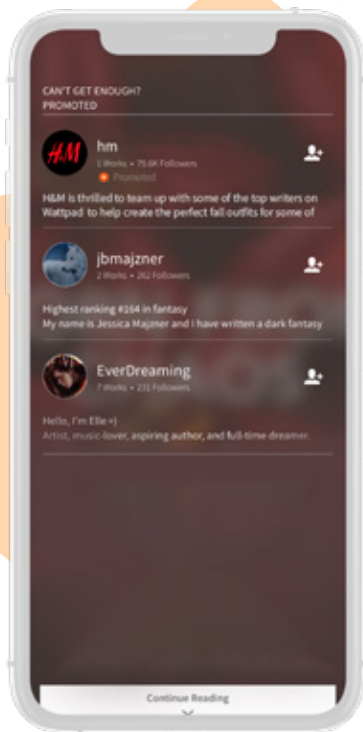


## Mobile - Home - Promoted Reading List

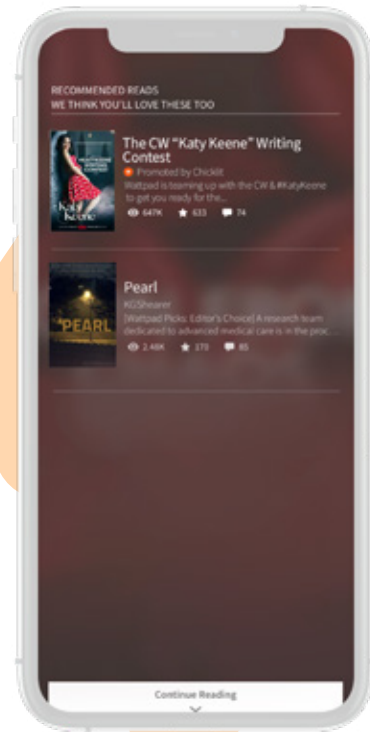


# Native ad suite continued

## Mobile - Interstitial - Promoted Profile (Between chapters)



## Mobile - Interstitial - Promoted Story (Between chapters)



## Mobile - Full Page Interstitial - Static

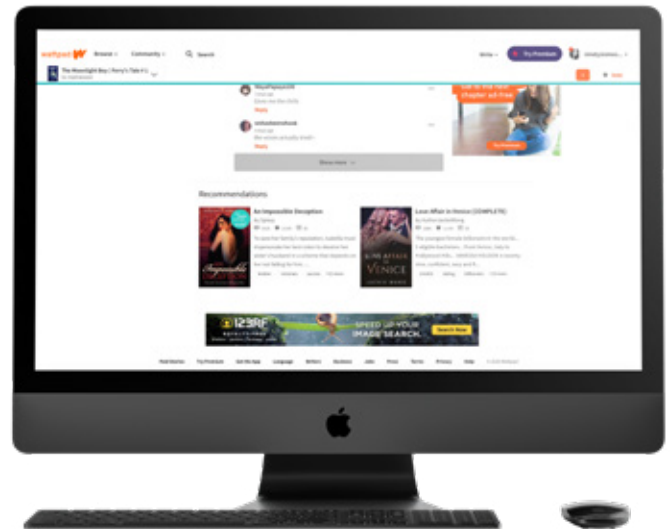
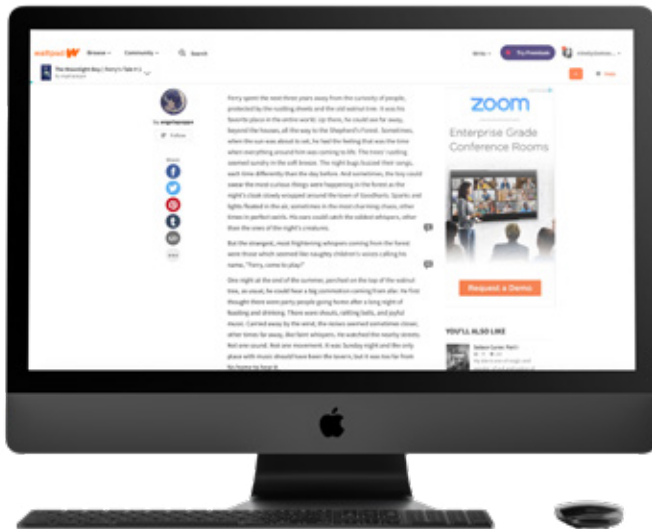


- Category takeovers
- Hard coded button clicks out to destinations externally or within Wattpad

# Desktop & mobile web display ad formats

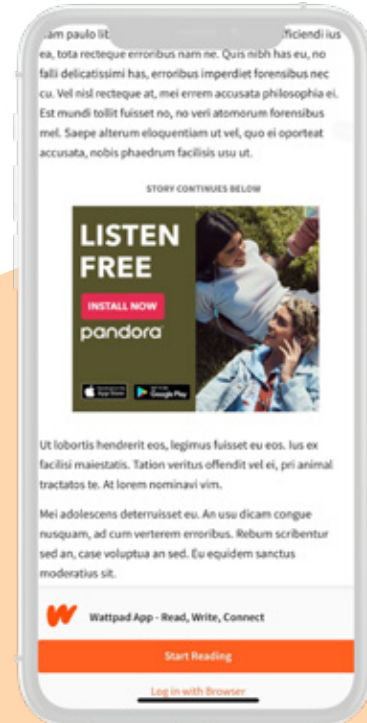
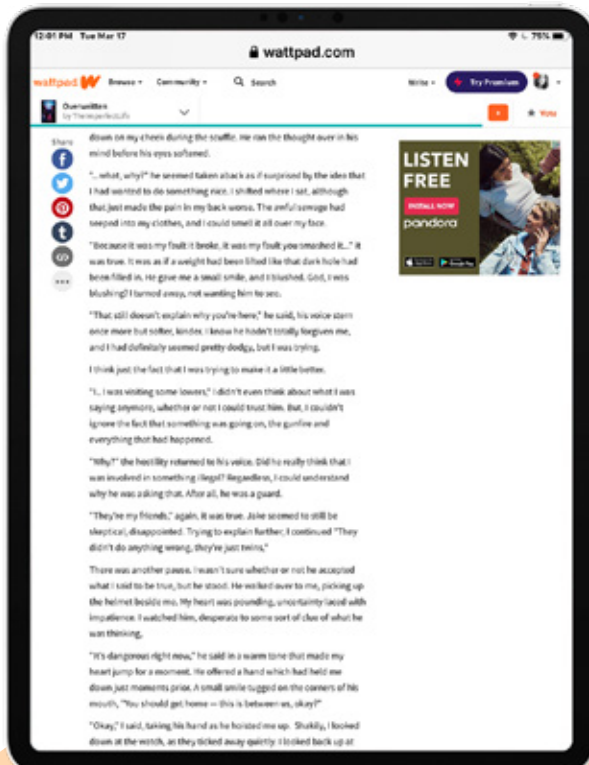
Desktop 300x600 (300x250 also available)

Desktop 728x90



Tablet 300x250

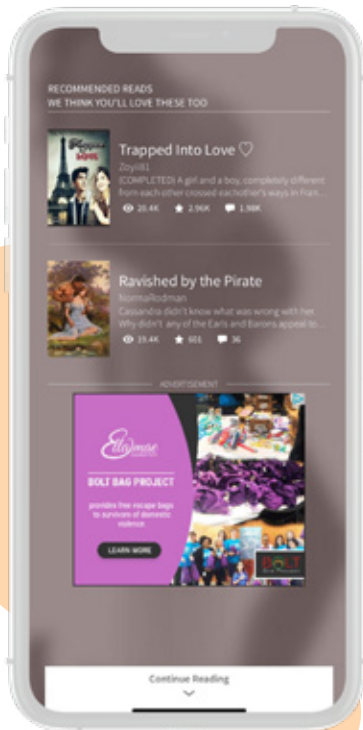
Mobile 300x250



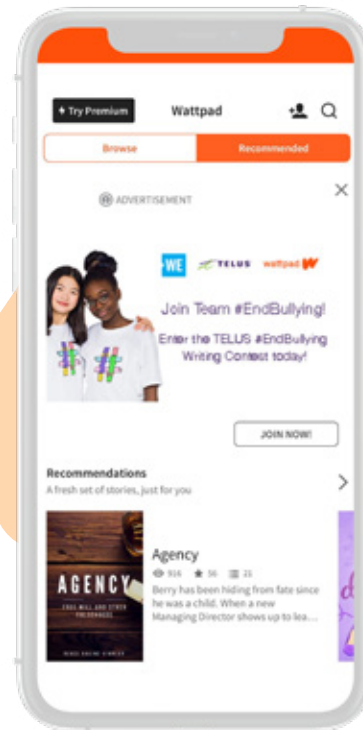


# Mobile in-app ad formats

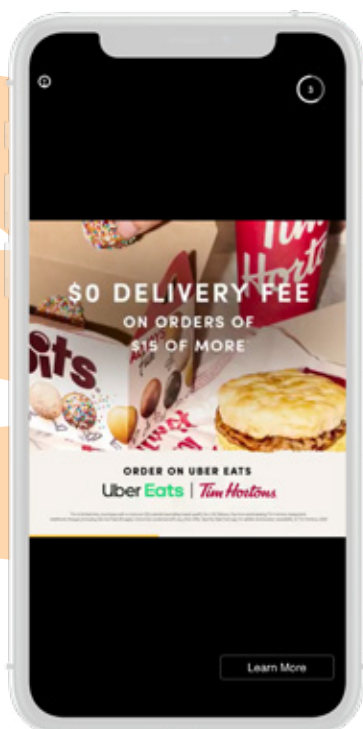
## In-Story 300x250



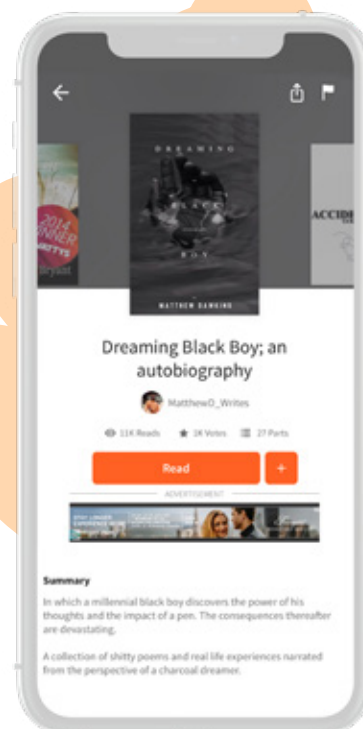
## Home Feed Native Display/Video



## Mobile Interstitial Video



## 320x50 Banner



# Contact us



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## Some of our trusted partners

**hulu**

**NETFLIX**

**LIONSGATE**



**Syfy**

**Disney**



**THE CW**

**eOne**

**SONY**

**Planned Parenthood**



**Johnson & Johnson**



**Coca-Cola**



**Cadbury**

**ATHENOS**

**TELUS**

**tinder**

**H&M**



**SHOPPERS DRUG MART**



**PANDORA**

**Mondelēz International**

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