

# Wattpad Programmatic

## What is Wattpad?

Wattpad is the world’s largest social network of readers and writers, with 90M+ hyper-engaged monthly users. We use the power of community and technology to help brands and Hollywood unleash the full potential of storytelling across the globe. Wattpad is the most positive, diverse and impactful place marketers can engage with millions of Gen Zs.

People on Wattpad spend an average of 52 minutes each day on the platform! With more than 1 billion unique story parts, there’s a story for everyone.

## About our U.S audience:

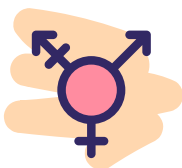
At Wattpad, there’s an audience for every market. We’ll help you effectively target your new fans for higher engagement and long-lasting affinity based on gender, age, device, category/genre and geo.



17 million total monthly audience



Monthly reading time: 1.9 billion minutes



The community is 86% female; 9% male; 5% other (of those who stated a gender)



32% of U.S. Wattpadders are **13-17**; 48% are **18-24**; 12% are **25-34**; and 7% are **35+** (of those who stated an age)

## High level view of impressions\*:

Display 280M
Instersitials 118M

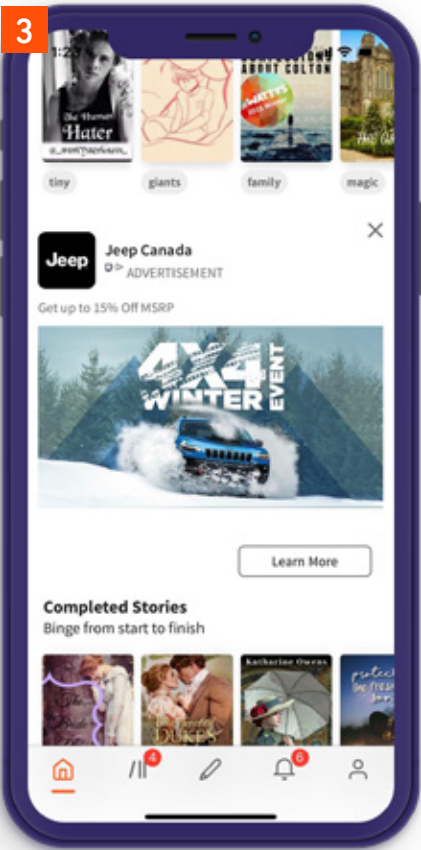
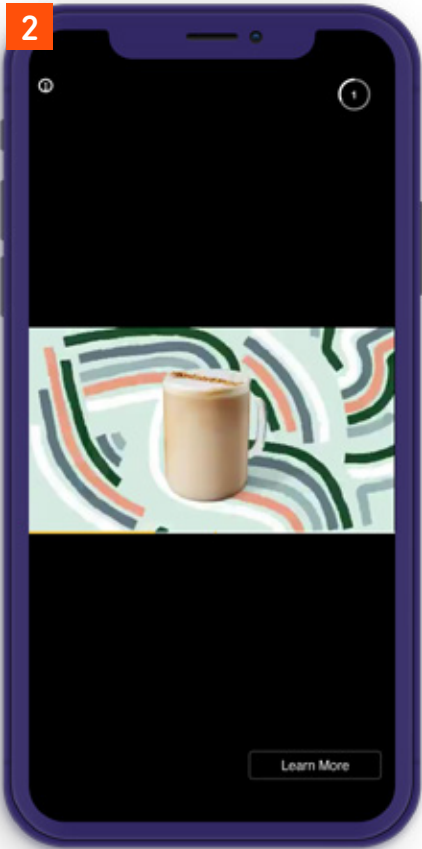
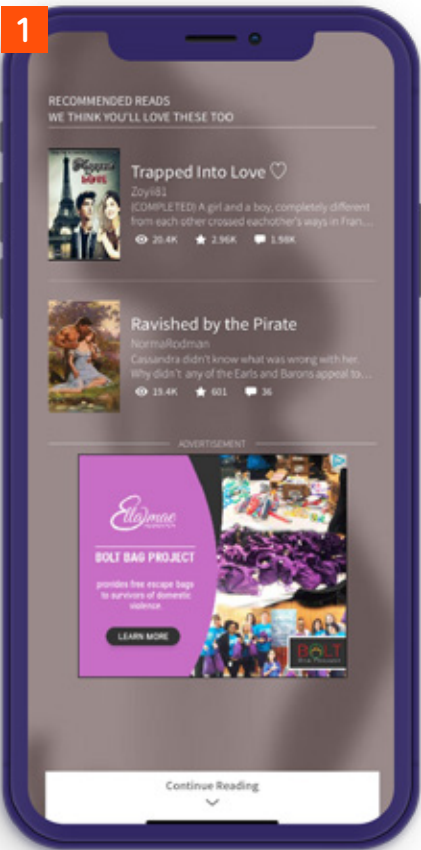
\*U.S., December 2020

## Ad formats offered programmatically:

Display Media: 300x250, 320x50, 728x90, 300x600
Interstitials: Video & Static (320x480 & 480x320)
Native
Outstream Video

## Example units:

These previews showcase examples of what our programmatic ads look like within different placements on the platform.



- 1. Medium Rectangle: In Story 300x250
- 2. Mobile Interstitial
- 2. Home Feed Native

## Get in touch

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