



# About Viumbe

**10 Million**  
Visitors

**35 Million**  
Streamed Videos

**75 Million**  
Page Views

Viumbe, LLC, founded in 2009, is an integrated digital media company comprised of several online properties. Viumbe allows millions of people to discover and share videos, images, games, and ideas across multiple platforms. Working with our content partners and producing original content in house, we've created a distribution platform that provides a forum for people to connect and interact with others in the USA and around the world.

Delivering over 35 million video streams to 10 million users each month, Viumbe is one of the leading providers of digital media to young adults ages 18-34. Viumbe has cultivated a fiercely loyal and active community around its sites by providing users with the entertainment they want, in a comfortable and noninvasive environment. Thanks to this large and highly engaged audience, Viumbe is able to provide a unique opportunity for online advertisers to connect with young adults.

# Our Properties



## eBaum's World

Collecting and curating the best pictures, videos, and games on the internet for over a decade has made eBaum's World an undeniable landmark on the face of the web. When it comes to gut busting hilarity and exposing the shocking truth of humanity, there are few more attractive brands on the internet for our target audience.



## CelebRemix

An entertainment site dedicated to the creation and celebration of the best celebrity memes on the internet. Using the super simple Remix Tool, user can drop their favorite celebrities into their own pictures, no fancy software or experience necessary.



## Your Daily Media

Specializing in clips of extreme sports, stunts, and general acts of stupidity, Your Daily Media provides users from all around the world, with their daily dose of adrenaline.

# Our Stats

	Unique Visitors	Time On Site	Page Views	Video Streams	Pages per visit	Mobile visits	Facebook fans	Facebook posts views
GOOGLE Analytics	10 M	6 min	75 M	35 M	4.5	2 M	150k	3.5 M

comScore Entertainment Humor Top 15	Total Unique Visitors (000)	Total Minutes (MM)	Total Pages Viewed (MM)	Total Unique Visits (000)	Average Minutes per Visit	Average Visits per Visitor
1 Comedy Central	8,589	80	90	20,093	4.0 min	2.3
2 BREAK.COM	8,511	65	143	17,842	3.6 min	2.1
3 Cracked	5,934	252	179	38,810	6.5 min	6.5
4 VIDEOBASH.COM	5,786	18	21	11,301	1.6 min	2.0
5 FunnyorDie	4,952	28	24	9,337	3.0 min	1.9
6 CollegeHumor	4,176	31	61	13,016	2.4 min	3.1
7 HuffPost Comedy	4,021	45	41	24,616	1.8 min	6.1
8 EBAUMSWORLD.COM	3,456	38	66	10,048	3.8 min	2.9
9 WIMP.COM	3,373	23	19	6,225	3.8 min	1.8
10 National Lampoon Humor Network	3,235	30	29	6,827	4.4 min	2.1
11 THEONION.COM	2,767	20	19	8,300	2.4 min	3.0
12 DAMNLOL.COM	2,660	33	138	9,945	3.3 min	3.7
13 FAILBLOG.ORG	2,526	99	87	18,568	5.3 min	7.4
14 ADULTSWIM.COM	2,446	61	39	8,295	7.4 min	3.4
15 ICANHASCHEEZBURGER.COM	2,169	33	39	10,726	3.1 min	4.9

# Our Audience

Country	% Traffic	Time on Site
United States	62%	7:00 min
Canada	9%	7:28 min
United Kingdom	5.50%	5:31 min



70% Male  
30% Female



74% Over  
The Age of 21

Age Group	Target Audience (000)	% Composition Unique Visitors	Composition Index UV	Composition Index PV	Average Daily Visitors (000)	Total Pages Viewed (MM)	Total Visits (000)	Average Minutes Per Visit
under 18	521	15.1	74	77	28	5	1,326	2.2
18-24	825	23.9	185	152	60	16	2,366	3.8
25-34	875	25.3	135	138	74	20	3,209	3.8
35-44	669	19.4	103	124	59	18	2,090	4.8
45-54	361	10.4	68	47	19	5	678	3.6
55-64	130	3.8	43	23	8	1	279	2.3
65+	74	2.2	42	18	3	1	100	13.3

HouseHold Income (USD)	Target Audience (000)	% Composition Unique Visitors	Composition Index UV	Composition Index PV	Average Daily Visitors (000)	Total Pages Viewed (MM)	Total Visits (000)	Average Minutes Per Visit
under \$25,000	440	12.7	80	50	22	5	791	3.7
25,000 - 39,999	386	11.2	76	85	28	8	1,429	3.6
40,000 - 59,999	787	22.8	101	81	53	12	2,053	3.3
60,000 - 74,999	401	11.6	102	104	28	8	1,222	3.8
75,000 - 99,999	469	13.6	99	100	37	10	1,498	3.3
100,000 or More	972	28.1	131	160	84	24	3,055	4.3

# Our Traditional Ad Units

**Pre-Roll**  
16 x 9  
\$30 CPM

**Video Overlay**  
\$15 CPM

**Skyscraper**  
160 x 600 pixels  
\$10 CPM

The image shows a screenshot of the eBaum's World website in a Mozilla Firefox browser window. The website layout includes a top navigation bar, a main content area with a video player, and a right sidebar with various ad units. Colored lines and boxes highlight specific ad units: a blue box at the top right for a 720x90 Leaderboard Banner, a green box on the right for a 300x250 Rectangle Ad Unit, a purple box on the left for a 600x120 Skyscraper Ad Unit, and a yellow box on the left for a Video Pre-Roll. A video player is also shown with a Video Overlay.

**Leaderboard**  
728 x 90 pixels  
\$15 CPM

**Medium Rectangle**  
300 x 250 pixels  
\$15 CPM

600x120  
Skyscraper  
Ad Unit

Comments

Please login to add a comment.  
REFRESH WHITE\_CHOCOLATE

Sort comments by: Newest

(Dec 16, 2007 8:53pm) lol there only food

(Dec 11, 2007 4:40pm) That's so cute!

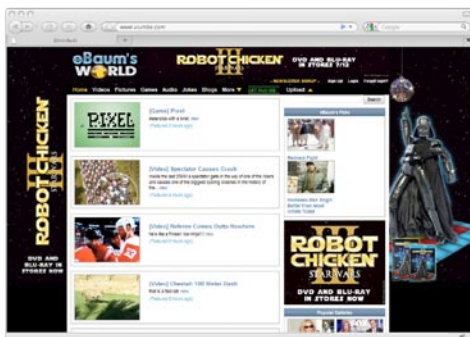
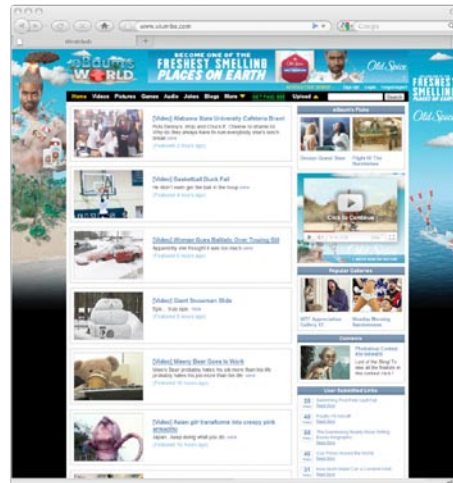
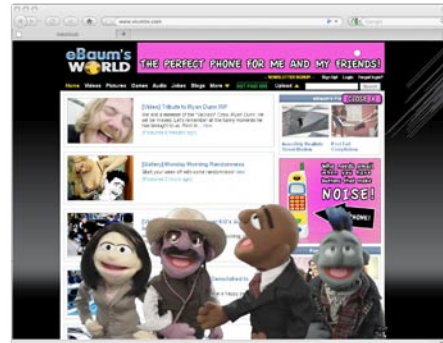
(Dec 20, 2007 3:01pm) what are you talking about?! He's not hurting them.

(Feb 09, 2008 10:21pm) You didn't see the next scene were he sets it on fire!

(Dec 07, 2007 12:29am) what happens in the mid west when the cable goes out.

eBaum's  
WORLD  
412-EBW-TSAR  
3 2 9 8 7 2 7  
HOTLINE CALL NOW

# High Impact Ad Units



## Homepage Reskin

Integrate your look, feel, and brand messaging directly into the site. You can even create a custom logo skin, and incorporate the standard ad units for maximum effect.

## Channel Page

Create your own section of the site with a branded reskin and content curated to correspond with your messaging.

## Site Overlay

Bring your message to life allowing your branding to explode over, or even to interact with the content on the page.

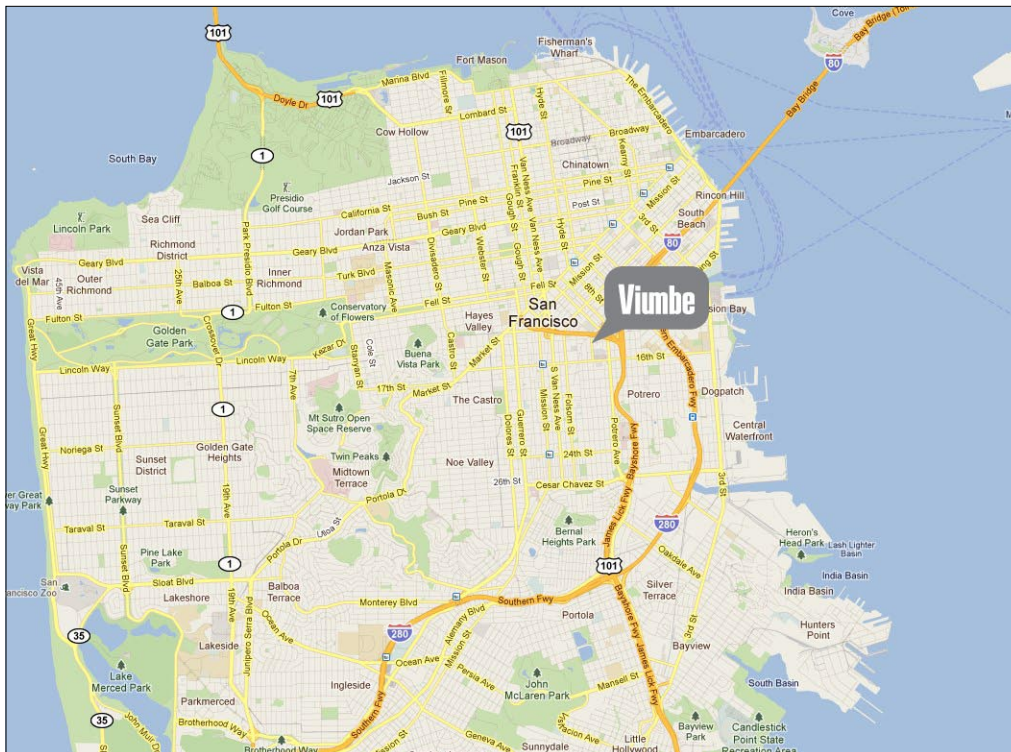
## Sponsored Content

Work with us to create original productions. Sponsorship can mean a bumper at the beginning or end of a video, or even deeper integration of the brand into the story itself.

## And pretty much anything else...

We are always looking to push the envelope in terms of creative integrations with our brand partners. If you think our audience is a good fit for you, let us come up with a campaign custom tailored to our users.

# Contact Us



## By Electronic Mail:

For company info/questions/concerns/general malaise:  
[contact@viumbe.com](mailto:contact@viumbe.com)

For paid and unpaid work/job/hiring information:  
[jobs@viumbe.com](mailto:jobs@viumbe.com)

## By Post Mail:

Viumbe, LLC  
1550 Bryant St., Suite 535  
San Francisco, CA 94103

## For Advertising

**Christy Ercolino**  
415.814.3513  
[christye@viumbe](mailto:christye@viumbe)