HubPages

Where brands reach millions of focused, intent-driven consumers

HubPages features over one million premium articles and videos published by more than 225,000 influential content producers.
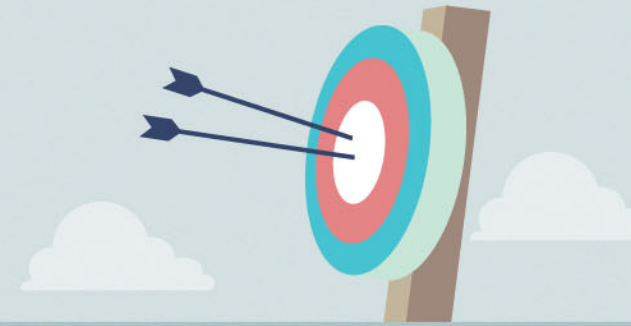Over 16 million intent-driven US consumers visit HubPages every month.

HubPages provides brand marketers the opportunity to intersect the right consumer at the moment their brand is most important.

Targeting the right audience
REACHING YOUR BRAND'S CONSUMER ON HUBPAGES

Audience Segments:

- Mothers
- Women
- Men
- Boomers
- Affluents
- Small Business Owners
- Gadget Seekers
- Pet Owners
- Travelers
- Brides to Be
- Outdoor Enthusiasts
- Sports Fanatics
- Trend Spotters

Topical Categories:

- Arts and Design
- Autos
- Books, Literature, and Writing
- Business and Employment
- Education and Science
- Entertainment and Media
- Family and Parenting
- Fashion and Beauty
- Food and Cooking
- Games, Toys, and Hobbies
- Gender and Relationships
- Health
- Holidays and Celebrations
- Home

- Personal Finance
- Pets and Animals
- Politics and Social Issues
- Religion and Philosophy
- Sports and Recreation
- Technology
- Travel and Places

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Targeting the right audience
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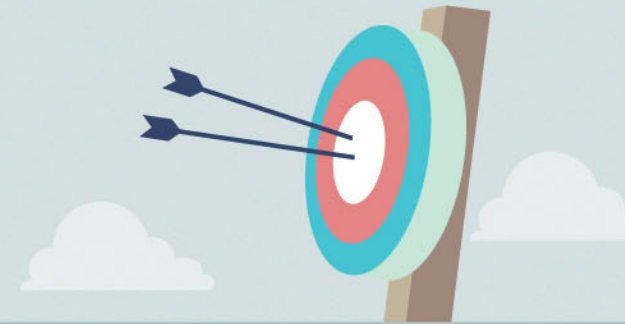
Seasonal Packages:

- The New Year
- Tax Season
- Mothers Day
- Fathers Day
- Graduation
- Summertime Fun
- Back to School
- Halloween
- Black Friday
- Cyber Monday
- Winter Holidays

3rd Party Data Targeting:

- Demographic
- Behavioral
- Psychographic
- Shopping and purchase

Product reviews and gift guides:

- People: Dads, Moms, Kids, Teens
- Interests: Gourmet Food, Geek Culture, Gardening, Outdoor Living, Photography
- Category: Electronics, Home, Garden, Beauty, Sports
- Life stage: Retired, Pregnant

Ad Server Targeting:

- Time
- Day
- Geo
- ISP
- Channel

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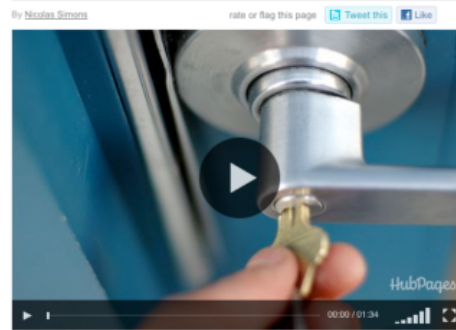# Integrating your brand on HubPages

ADVERTISING UNITS

- IAB Rising Star Display Ad Units

- Billboard (970x250)

- Filmstrip (300x3000)

- Portrait (300x1050)

- Pushdown (970x90)

- Sidekick (850x700)

- Slider (950x90)

- Rich Media: interstitials, skins, and expandable units

- Mobile: MMA specifications and rich-media

- Video: in-banner and in-stream

- Sponsorships, roadblocks, and takeovers

- Custom-developed content channels and brand integration

- Sweepstakes, surveys, and promotions
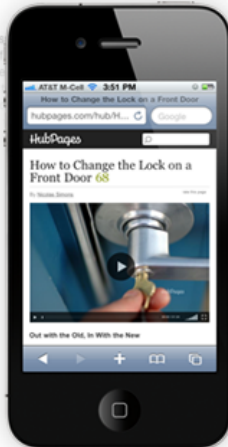
Integrating your brand on HubPages

VIDEO ADVERTISING

- Pre-roll
- Custom video content creation
- Content producer endorsement
- Product placement

MOBILE ADVERTISING

- Mobile web & downloadable apps provide users with an optimized reading experience for a broad array of devices
- Optimized social tools
- Standard MMA ad units
- Video and rich media
- Custom-produced mobile applications with content feed for sponsorship
- Standard ad units: 320x50 Leaderboard and 200x200 Small Square

Integrating your brand on HubPages

CONTEST SPONSORSHIP

- Develop relevant content for your brand

- Leverage content producers influence and search ranking expertise

- Custom content development, including opportunities for content producers to mention or endorse products

HUBCAMP SPONSORSHIP

- Content development educational seminars

- Brand has opportunity to influence and create relationship with influencers

- Category-specific and custom-developed sessions to shape development of content

Authentic, Influential Voices

Passionate content producers talk about things that matter most to your brand's consumers

- Fresh, interesting content published daily by over two hundred thousand everyday experts

- Content producers and audiences interact through comments, ratings, Q&A, and forums

- Content producers leverage their sphere of influence through social media tools and applications

- Brands gain access to influencers (content producers) through sponsorship of content contests and HubCamps

We take keeping your
brand safe seriously.

- Proprietary technology- multiple stage, automated solution evaluates every submitted article to the word before publishing

- Human touch- team of moderators evaluate all flagged content

- Community involvement- our readers participate in quality control by flagging articles and videos

- Internal rating system- HubScore adjusts writers' publishing control as they prove they can be trusted

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Please direct all inquiries
to:
advertise@hubpages.com