PARADE.COM focuses on what’s trending at the intersection of pop culture and lifestyle, while offering our curious, active and inspired audience empowering solutions that help make every day POP!
MAKE EVERY DAY POP!
Each vertical offers solution-filled takes and insightful commentary from a diverse group of voices on the latest trends.

ENTERTAINMENT
A mix of celeb & royal news, exclusive behind-the-scenes videos, trending topics, books, movies, music and TV, all including friend-to-friend commentary and service.
VIDEO SERIES: CELEB COPYCAT CHALLENGE
EXCLUSIVE CONTENT:
- Fall/Spring TV Hubs
- Cast Exclusives
- Awards Shows/Sweeps/Finales
- Holiday Specials

FOOD/POP KITCHEN
Our food channel features unique, shoppable content, including influencer recipes, the latest food trends and interviews with cookbook authors to help you make ‘gram-worthy’ food a reality in your own feed.
VIDEO SERIES: KEEP IT SIMPLE, 10-MINUTE CHALLENGE
CONTENT:
- Pantry Party
- Copycat Challenge
- Transform Dinner
- Celeb Family Recipes

WELLNESS
We break down the trickiest wellness topics with expert advice from influencers, authors and experts (such as Cleveland Clinic experts) to help you live your healthiest life.
VIDEO SERIES: TMI SHOW
CONTENT:
- Healthy Now: The New Normal
- Health Condition Starter Kits
- Self-Care Routines
- Caregiving Diaries

LIFE
Getting out of debt, going after your dreams and making time for family fun days—all made more do-able with ideas and advice from people who’ve done it.
VIDEO SERIES: TRY THE TREND
CONTENT:
- Parent vs. Pandemic
- Girlboss Series
- Eco Heroes Series
- She Made It Series
WHY PARADE.COM?

DYNAMIC DIGITAL OFFERINGS

OPTIMIZATION EXPERTISE: Our AdOps and analytics team members are experts on meeting and over-delivering advertisers’ KPIs as a result of studying campaign data.

HIGH PERFORMANCE DELIVERY: We consistently deliver CTRs 3 – 5x above industry average (.07%).

EXCLUSIVE & PREMIUM CONTENT: Parade.com provides exclusive content from celebrities, influencers, authors, and health experts (i.e. Cleveland Clinic) that sparks conversation and motivates readers to take action to improve their lives and their health.

MASS REACH: Combined with our private local media partners, we deliver a massive audience of over 147 million unique visitors on a local level.

STRATEGIC PROGRAM BUILD OUTS: Our custom opportunities include impactful native and sponsored content to site/content takeovers, innovative engaging units and so much more.

EXCLUSIVE VIDEO OPPORTUNITIES: We build and operate YouTube channels that generate nearly 250 million views per month to help brands connect with fans across the YouTube community. Through managing YouTube channels, developing series sponsorships and creating custom YouTube content, our Made In Network division helps brands increase their reach, engagement levels, and direct marketing results.

ONE STOP SHOP: From custom content to targeted and OTT/CTR and OLV media, we can deliver all of your advertising needs in one turnkey campaign.

Note: All opportunities are based on availability and final commitment.
AUDIENCE SELECTION

Our vast targeting capabilities allow us to reach our partners’ main targets on a national and local level in a brand safe environment.

Using our expertise and targeting capabilities (Crossix, Behavioral, Geo, Demo, etc.) we will recommend tailored performance-driven segments designed to connect your brand with your core audience across Parade.com and our private local media entity while delivering and exceeding on all KPIs and benchmarks.

AUDIENCE SEGMENT TENTPOLE EXAMPLES

- AUTOMOTIVE
- ENTERTAINMENT
- HEALTH
- QSR
- TRAVEL
- CAREGIVING
- FOOD
- INSURANCE
- RETAIL/CPG
- SPORTS

Note: All opportunities are based on availability and final commitment.