positive content. surprising takeaways.

Why do people sneeze in sunlight? What makes Iceland the world’s most peaceful place? How can volunteering improve your health?

Curiosity inspires users to explore questions they’ve always wondered about and uncover answers they didn’t know they needed.
If it inspires a question, we find the answer.
curiosity is contagious.

CURIOSITY AUDIENCE GROWTH*

- +26% monthly website visitors
- 50% daily email subscribers
- +15% Instagram followers
- 25% daily podcast listeners

*Based on GA data & 3rd party sources; web visitors increase is MoM February-March 2018; email subscribers increase since Jan 1, 2018; Instagram is monthly; podcast is week-over-week since April 2018
we inspire curious people everywhere.

giving Curiosity users the option to read, watch, or listen.

3.5m iOS & Android App Downloads
6m Web Sessions Per Month
45m Reached Via Social Per Month
50k Podcast Downloads Per Week
600k Emails Sent Per Day
our community is highly engaged.

- **3.5%** CTR on sponsored content
- **40%** repeat visitors
- **3:30** average session duration
- **20%** daily email open rate

Community demo: skews age 18–44; 60% male; 40% have children
we don’t mean to brag, but our fans kind of love us

60k 5-star reviews & counting
“My personal retreat for whenever I feel like I want to learn about something but don’t know what or where to start.”

Nanda Frank, 5-star app review
“I read Curiosity on my commute each day and am always intrigued. The topics are varied, yet written simply so that no matter what your interests are, at least one the articles will get you thinking!”

Paige Rutledge, 5-star app review
“I check it every morning for something interesting to go with my coffee! Never fails me.”

Jason Fox, 5-star app review
so how does it work?

custom article features

smart graphics & social

email sponsorship

display & video

daily podcast
Curiosity develops Custom Content on that is published on our website, email, and 5-star app. Client receives all branded media placements surrounding the article.
Promote the content your team has created on the Curiosity website. Pay a viewable CPM and get traffic directly to your site. Geo-target based on your desired regions. 3% average CTR.
Sponsorship of The Curiosity Daily email includes branding, ad units and a custom write up that links directly back to your site. Email is delivered to 600,000 daily subscribers.
display, PMP & out stream

- Run standard display units (970x250, 728x90, 300x250, 320x50) across Curiosity’s properties. Target based on your desired geography and content alignment. (Can be bought direct or PMP)
Options to sponsor the Curiosity daily podcast, featuring three stories in under 10 minutes.

Click here to listen.
it’s a lotta talk
here’s how we walk
the walk
Curiosity leveraged our science and stargazing experience to create an 8-part custom content program dedicated to showcasing Duracell as the most trusted battery for summer camping season.

Curiosity sparked interest in State Farm's Neighborhood of Good program with the benefits of volunteering content series. Comments and shares surpassed benchmarks, resulting in high engagement.

Introducing the Curiosity audience to the power of magnets in every day life, Motorola's 4-part custom content program delivered both the “how” and the “why” of a magnet's diversity.
thank you

for more information, contact partnerships@curiosity.com