



Snopes.com is a media outlet devoted to fact-checking social, political, and viral news from around the world.

OPPORTUNITIES



190M+
Monthly Ad Impressions



70%+
Viewability Metrics



**High impact,
Standard IAB, and
Video Pre-roll**

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AUDIENCE



20M
Unique Visitors
Per Month U.S.



39M
Page Views
Per Month U.S.

U.S. Rank 90
on quantcast®

115 Composition Index
Age 18-34

via  COMSCORE



35%
Desktop

65%
Mobile

Source: Google Analytics January 2018