



5.5M
UNIQUE VISITORS
per month

60M+
PAGE VIEWS
per month

120M+
AD IMPRESSIONS
per month

Data as of June 2016

Founded in 1998, Anime News Network has grown into the world's leading destination for news and information about anime and manga. Millions of consumers, industry insiders, and professionals come to Anime News Network every month for its wide array of up-to-the-minute news reporting, product reviews, columns, discussion forums and interactive features.

The site even enjoys multiple awards and accolades for its excellence and is the most quoted source of anime information on Wikipedia.

Anime News Network's mission is to bring the anime industry and its fans together with the latest and best information, news and views.

Make us part of your marketing plan

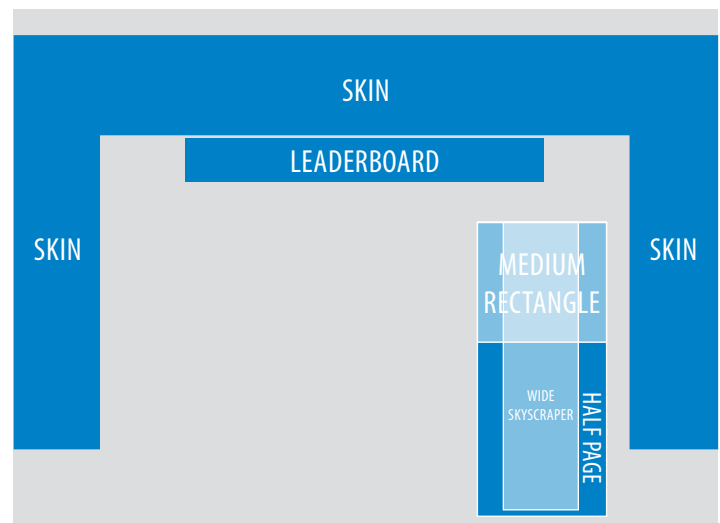
The *otaku generation* is a huge consumer force, over 100 million strong and growing. ANN's entertainment and lifestyle content targets the rabid, hard-to-reach Teen/young adult consumer like no other website.

ANN's consumers are tech savvy, culture-conscious buyers who lead active lifestyles, and make the most of their disposable income.

Through advertising and targeted media campaigns, ANN can seamlessly align your brand/product with the *otaku generation*. In a world of wildly fragmented entertainment options, ANN can help you connect with your customers... directly.

Advertisement Units

UNIT	SIZE	RICH MEDIA
Skin	Variable	
Leaderboard	728x90	•
Medium Rectangle	300x250	•
Wide Skyscraper	160x600	•
Half Page	300x600	•



92%

BUY ELECTRONIC GAMES

On average they buy
11 electronic games a year

61%

BUY ANIME DVD_S/BD_S

On average they buy
9 DVD_S or Blu-ray discs a year

75%

BUY MANGA

On average they buy
20 volumes of manga a year

82%

WATCH ANIME ONLINE

Through legal channels
at least once per month

Source: Reader survey