TheWrap.com lives at the intersection of entertainment, media and technology.

Founded by award-winning journalist Sharon Waxman in 2009. Our award-winning coverage, high-profile newsbreaks, must-attend events and investigative stories are consumed by millions of the country’s most influential men and women each month.

Our branded content studio, cross-platform activations and custom ad placements enable brands to connect with this influential audience, as well as the Hollywood celebrities, technology leaders and media executives we cover.

WINNER, BEST ENTERTAINMENT WEBSITE 2018
NATIONAL ARTS & ENTERTAINMENT JOURNALISM AWARDS
PORTFOLIO OF ASSETS

THEWRAP

50MM REACH

THE WRAP

OSCARS PORTFOLIO

THE 2020 PORTFOLIO OF ASSETS

THE WRAP

DIGITAL

TheWrap is the leading digital news organization covering the business of entertainment and media. The Wrap News Inc. is comprised of the award-winning, industry-leading website with its high-profile newsbreaks, investigative stories and authoritative analysis.

VIDEO

Original content, talent and entertainment influencer interviews, and exclusive trailers provide an all-access view to readers, including premium live-stream events.

PRINT

Glossy, high quality publications with original content and photography that reach industry influencers and decision-makers during key times in the calendar year.

EVENTS

Offerings include curated influencer dinners, portrait/video studio activations and conferences that encourage high-level discussions and inspirational moments. Wrap Events creates meaningful experiences that inform, surprise and excite.

SOCIAL

Our social media presence extends our storytelling reach, creating conversations and connecting audiences to talent and industry leaders.

THEWRAP 2
L.A. PRESS CLUB’S BEST WEBSITE OF 2018.*
THE ONLY INDEPENDENT VOICE IN ENTERTAINMENT AND MEDIA
COVERAGE FOR CONSUMERS AND TRADE INDUSTRY LEADERS.

**REACH**

- **50MM** Reach (distributed)
- **15MM** Reach onsite
- **80K** Email subscribers
- **7MM** Mobile Users Monthly
- **25MM** Social Media Monthly

**TRAFFIC SOURCES**

- **59%** Organic Search
- **16%** Direct
- **18%** Referral
- **7%** Social

*TheWrap won the best online news website at the L.A. Press Club’s SoCal Journalism Awards in 2009, 2012 and 2018. The site also won a National Entertainment Journalism Award for best online film/TV/theater feature in 2017, as well as top prizes for feature and entertainment photography and Sharon Waxman’s WaxWord blog in 2016. TheWrap was named one of the “100 Most Important Online Publishers” in 2010 by OMMA, the magazine of online media, marketing and advertising.*
As a community of industry insiders, Wrap Pro members enjoy exclusive content, full video access, premium events, and more.

**In-depth coverage**
- 10+ exclusive members-only stories a week
- Entertainment industry analysis and deep-dive features
- Daily WrapPro newsletter covering the latest industry news

**Award-winning writers**
- Sharon Waxman, Founder of TheWrap and author of WaxWord
- Awards Editor Steve Pond’s weekly take on awards season
- TV Editor Tony Maglio’s in-depth TV ratings column

**VIP access**
- Priority seating for TheWrap’s Screening Series with stars and filmmakers
- Access to “chill spots” at select industry events Sundance, TIFF, Newfronts and more
- Access to exclusive invite-only events

**Exclusive video**
- Access to full length members-only video archive
- Video of notable sessions from TheWrap Events (TheGrill, Power Women Summit)

**TheWrap magazine**
- TheWrap’s premium glossy print magazines with stunning original photography and editorial
  - Annual members only
## Demographics

**Women:** 51%

**Men:** 49%

**Average Income:** $110K+

<table>
<thead>
<tr>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>25-34</td>
<td>35-44</td>
</tr>
</tbody>
</table>

**Comp Index:**
- Women: 153
- Men: 178

**Average Minute Spent Per Visit:** 3.5
The Wrap

Twitter
300K followers
17 MM monthly impressions

Facebook
200K followers
12MM monthly post reach

Instagram
40.7K followers

---

Bong Joon Ho says, “Once you overcome the one inch barrier of subtitles, you will be introduced to so many amazing films.” Congratulations to @Parasite on this win! #GoldenGlobes (Photo: @graphicsmetro)

Justin Chambers (@7.JustinChambers) is leaving ‘Grey’s Anatomy’ after playing Dr. Alex Karev for 15 years
#GreysAnatomy

Irvin Rivera
5:20 PM - Jan 5, 2020 - Twitter Web App
1.5K Retweets 3.4K Likes

Mollie Fitzgerald played ‘Stark Girl’ in the 2011 Marvel Studios movie

THEWRAP.COM
'Captain America: The First Avenger' Actress Charged With Killing Her Mom

7 Comments 22 Shares

Golden Globes 2020: Ricky Gervais’ 17 Meanest Jokes, From Jeffrey Epstein to Judi Dench

83 Comments 79 Shares

340K IMPRESSIONS

248K IMPRESSIONS

45K REACHED

200K REACHED
BRANDED CONTENT: CASE STUDIES

INSIDE: JUST MERCY

CLOSE-UP SERIES: FAUDA

Season 2 of @FaunaNetflix starts today. Watch to find out why it is one of Netflix's best kept secrets. Presented by #Netflix. #Fauna

CLOSE-UP SERIES: THE POST

7.9MM IMPRESSIONS

3.1MM SOCIAL MEDIA

OVER 1.1MM VIDEO VIEWS

9.7MM SOCIAL MEDIA

OVER 1.3MM VIDEO VIEWS
ACTIVATIONS

FILM FESTIVAL INTERVIEW STUDIO

From Sundance to Toronto, TheWrap is at the forefront of the industry’s most important film festivals giving our readers access to the film industry’s yearly scope, intimate conversations and must-be-at events. TheWrap’s multiplatform brand and ability to deliver timely content makes us a go-to publication at all of the film industry’s biggest festivals.

INFLUENCER DINNER

TheWrap gathers 30+ influential high-level leaders and innovators in entertainment, media and technology. These invitation-only events allow partners like Pepsi to network and engage in exclusive, off-the-record conversations of extraordinary depth and candor.

PORTRAIT STUDIO

Exclusive brand partner of TheWrap’s Portrait Studio delivering over 175MM media impressions, exclusive Twitter moments and brand integration across all platforms.
TheWrap selects 12 short films from around the world for its 10-day festival and gives readers the opportunity to choose their favorite.

Be Conference connects changemakers seeking to make an impact in entertainment, media and technology. These gamechangers, at the top of their fields, seek to inspire and mentor the next generation of leaders.

TheWrap specializes in festival activations that include portrait and video studios and Q&As in front of live audiences. Its branded integration with cast, directors and producers of competing films.
THEGRILL

This two-day conference brings together the leading voices in Hollywood and Silicon Valley to discuss how the entertainment industry is finding its footing in a reconfigured economic and technological landscape.

SCREENING SERIES

TheWrap screens leading motion pictures and foreign films in contention for the season’s awards. All screenings feature live Q&A interviews with A-list talent.

POWER WOMEN BREAKFAST

Power Women Summit is the largest gathering ever assembled of the most influential women in entertainment, media and technology. The summit aims to empower 2,000 women across the landscape of their professional careers and personal lives. The event provide two days of education, mentorship and networking to promote greater women’s leadership and gender equity.
TheWrap brings its distinctive voice to the most influential mailboxes in Hollywood. Editions include CannesWrap, OscarWrap, EmmyWrap and CollegeWrap.
**PALM SPRINGS INTERNATIONAL FILM FESTIVAL: PORTRAIT STUDIO**  
**Date:** January 2020  
**Location:** Palm Springs, CA  
**Attendees:** Film talent, producers and directors

**SUNDANCE FILM FESTIVAL: PORTRAIT & VIDEO STUDIO**  
**Date:** January 2020  
**Location:** Park City, UT  
**Attendees:** Film talent, producers and directors

**SUNDANCE: INFLUENCER DINNER**  
**Date:** January 2020  
**Location:** Park City, UT  
**Attendees:** 25-30 invitation only, curated by Sharon Waxman

**SUNDANCE: INDUSTRY PANEL**  
**Date:** January 2020  
**Location:** Park City, UT  
**Attendees:** 100 seats, invite only

**OSCAR PARTY**  
**Date:** February 2020  
**Location:** Los Angeles, CA  
**Attendees:** Filmmakers, Actors, Directors, Producers, and Entertainment VIPs

**SXSW: PORTRAIT & VIDEO STUDIO**  
**Date:** March 2020  
**Location:** Austin, TX  
**Attendees:** Film talent, producers and directors

**SXSW: INFLUENCER DINNER**  
**Date:** March 2020  
**Location:** Austin, TX  
**Attendees:** 25-30 invitation only, curated by Sharon Waxman

**SXSW: POWER WOMEN BREAKFAST**  
**Date:** March 2020  
**Location:** Austin, TX  
**Attendees:** 100+ of the top female leaders and executives in entertainment, media and tech

**BE CONFERENCE**  
**Date:** April 2020  
**Location:** Los Angeles, CA  
**Attendees:** Female leaders in entertainment, media and technology inspire and mentor rising stars

**EMMYWRAP MAGAZINES**  
**Date:** May, June, and August 2020

**EMMY SCREENING SERIES**  
**Date:** May-July 2020  
**Location:** Los Angeles, CA  
**Attendees:** Guild members, industry leaders, WrapPRO members and TheWrap subscribers

**CANNESWRAP MAGAZINE**  
**Date:** May 2020

**CANNES FILM FESTIVAL: PORTRAIT & VIDEO STUDIO**  
**Date:** May 2020  
**Location:** Cannes, France

**CANNES: INFLUENCER DINNER**  
**Date:** May 2020  
**Location:** Cannes, France  
**Attendees:** 25-30 invitation only, curated by Sharon Waxman

**THEGRILL CONFERENCE**  
**Date:** June 2020  
**Location:** Los Angeles, CA  
**Attendees:** 200 top media, entertainment and tech executives and industry leaders
THEGRILL: INNOVATORS LIST  
Date: June 2020  
Attendees: Industry disruptors and change-makers announced and celebrated with a cocktail party at TheGrill

POWER WOMEN INFLUENCER DINNER, NYC  
Date: July 2020  
Location: New York City  
Attendees: Top female leaders and executives in entertainment, media and tech

POWER WOMEN BREAKFAST, NY  
Date: July 2020  
Location: New York City  
Attendees: Top female leaders and executives in entertainment, media and tech

POWER WOMEN INFLUENCER DINNER, D.C.  
Date: July 2020  
Location: Washington D.C.  
Attendees: Power Women speakers and sponsors

POWER WOMEN BREAKFAST, D.C.  
Date: July 2020  
Location: Washington D.C.  
Attendees: Top female leaders and executives in entertainment, media and tech

POWER WOMEN INFLUENCER DINNER, SF  
Date: August 2020  
Location: San Francisco, CA  
Attendees: Power Women speakers and sponsors

POWER WOMEN BREAKFAST, SF  
Date: August 2020  
Location: San Francisco, CA  
Attendees: Top female leaders and executives in entertainment, media and tech

SHORTLIST FILM FESTIVAL  
Date: August 2020  
Location: Los Angeles, CA  
Attendees: Top talent and entertainment industry leaders, including filmmakers, nominees and A-list celebrities

TORONTO INTERNATIONAL FILM FESTIVAL: PORTRAIT & VIDEO STUDIO  
Date: September 2020  
Location: Toronto, Canada  
Attendees: Film talent, producers and directors

TORONTO: INFLUENCER DINNER  
Date: September 2020  
Location: Toronto, Canada  
Attendees: 25-30 invitation only, curated by Sharon Waxman

TORONTO: POWER WOMEN BREAKFAST  
Date: September 2020  
Location: Toronto, Canada  
Attendees: Top female leaders and executives in entertainment, media and tech

COLLEGE MAGAZINE  
Date: October 2020

POWER WOMEN SUMMIT  
Date: October 2020  
Location: Los Angeles, CA  
Attendees: The largest annual gathering of female leaders and executives in entertainment, media and tech nationwide

AWARDS & INTERNATIONAL SCREENING SERIES  
Date: October 2020 - February 2021  
Location: Los Angeles, CA & New York City, NY  
Attendees: Guild members, industry leaders WrapPRO members and TheWrap subscribers

OSCARWRAP MAGAZINES  
Date: November, December, January and February 2020-2021

OSCAR BEST ORIGINAL SONG CONTENDERS PANEL  
Date: December 2020  
Location: Los Angeles, CA  
Attendees: Guild members, industry leaders, WrapPRO members and TheWrap subscribers

OSCAR BEST SHORT FILMS CONTENDERS PANEL  
Date: December 2020  
Location: Los Angeles, CA  
Attendees: Guild members, industry leaders, WrapPRO members and TheWrap subscribers

From left: Knives Out stars Jamie Lee Curtis and Christopher Plummer; What We Do in the Shadows star Harvey Guillén and When They See Us star Marsha Stephanie Blake at TheWrap’s ShortList Film Festival; There’s Something in the Water director Ellen Page, Harriet director Kasi Lemmons, Sharon Waxman and Instinct director Halina Reijn at WrapWomen’s Power Women Breakfast in Toronto.
THANK YOU

sales@thewrap.com
Phone: (424) 273-4787