



With over 55-million registered users, 346-million page views a month, and a user base that spans over 100 countries, IMVU is one of the most trafficked sites in the United States.

We offer an immersive experience unmatched by any other social entertainment network, and deliver high-impact campaigns for hundreds of advertisers across our website, downloadable client and mobile platforms.

## Quick Facts

- 55-million registered users worldwide
- 346-million page views/month
- 8.4-million unique visitors/month
- Display, video pre-roll and custom in-game advertising solutions
- Website, downloadable client and mobile platforms
- Reliable ad tracking via DFP
- Most media formats supported

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## Contact

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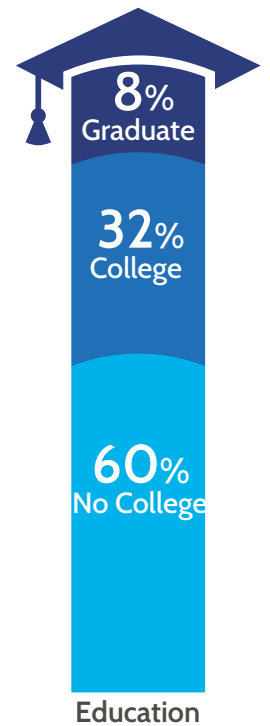
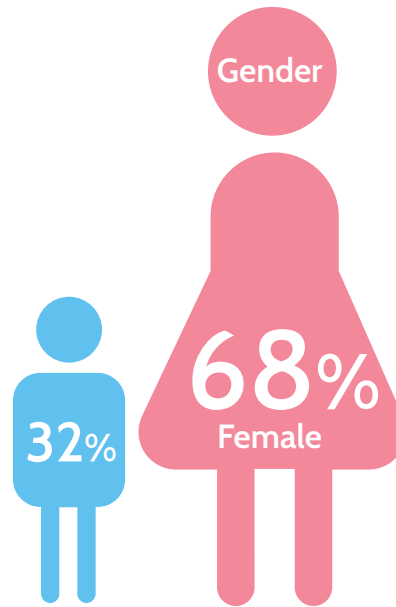
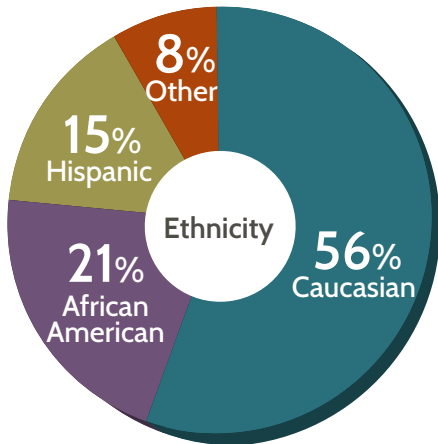
**Christoffer Mannix Schlarb** East Coast Regional Sales Manager  
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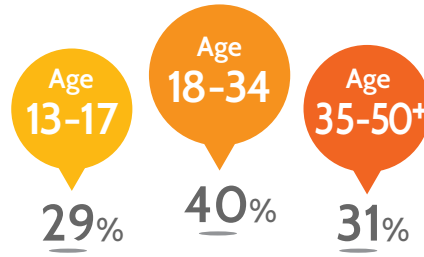
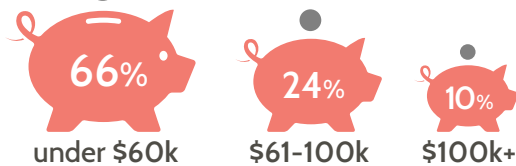
## Audience

- Average User's Age: 22 years old
- Average Session Length: 35 minutes

\*data sourced from comScore



### Household Income

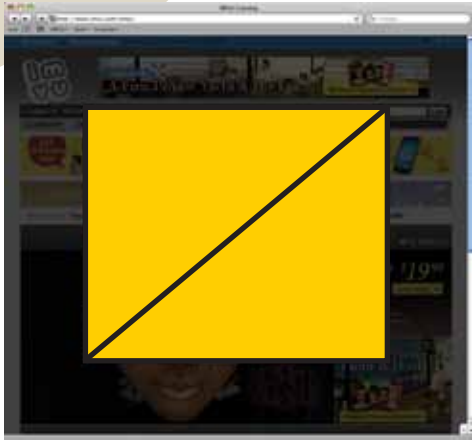


## Unique Visitor Composition Index

	Media	Composition Index UV	Media	Total Unique Visitors
Age 12-17	Total Internet Persons	100	100	22,791,000
	IMVU	268	355	1,136,000
Age 18-24	Total Internet Persons	100	100	27,642,000
	IMVU	177	195	913,000
Age 18-34	Total Internet Persons	100	100	67,939,000
	IMVU	128	118	1,617,000

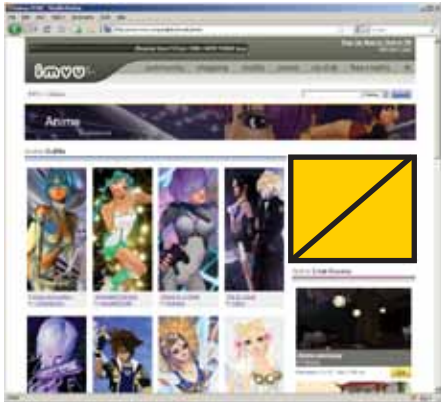
\*data sourced from comScore

# BANNER



## 640 x 480 Interstitial

Formats: JPG, GIF, PNG, SWF, Video  
Max Size: 100K (graphics)



## 300 x 250 Medium Rectangle

Formats: JPG, GIF, PNG, SWF, Video  
Max Size: 50K (graphics)



## 728 x 90 Leaderboard

Formats: JPG, GIF, PNG, SWF, Video  
Max Size: 50K (graphics)



## 160 x 600 Skyscraper

Formats: JPG, GIF, PNG, SWF, Video  
Max Size: 50K (graphics)

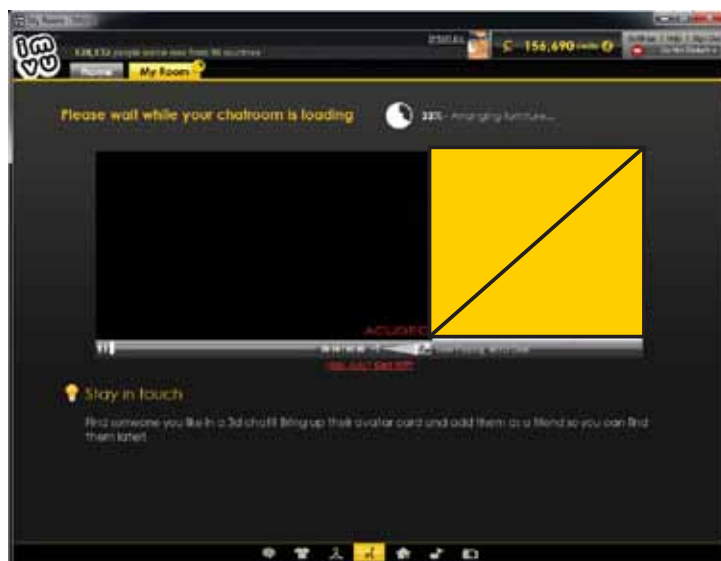
# VIDEO



## 400 x 270 Player Size

15s / 30s format

VAST Tag Compliant: MPEG, Windows Media, Quick Time, FLV



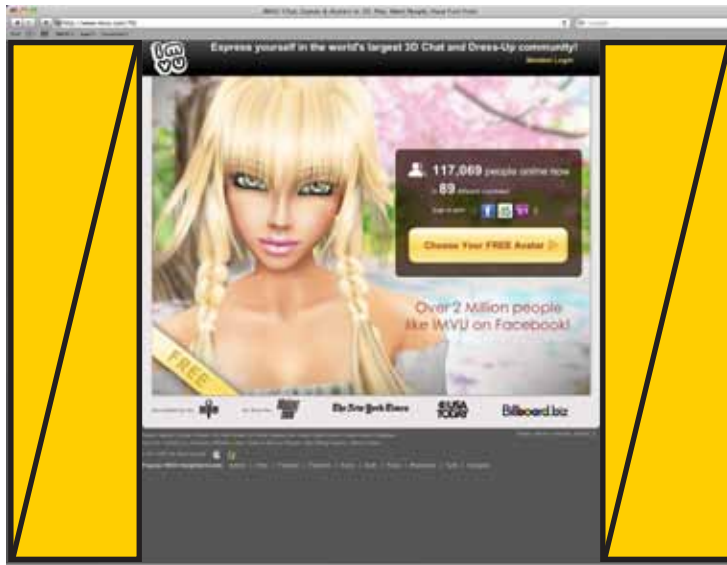
## Optional 300 x 250 Companion Unit

# CUSTOM

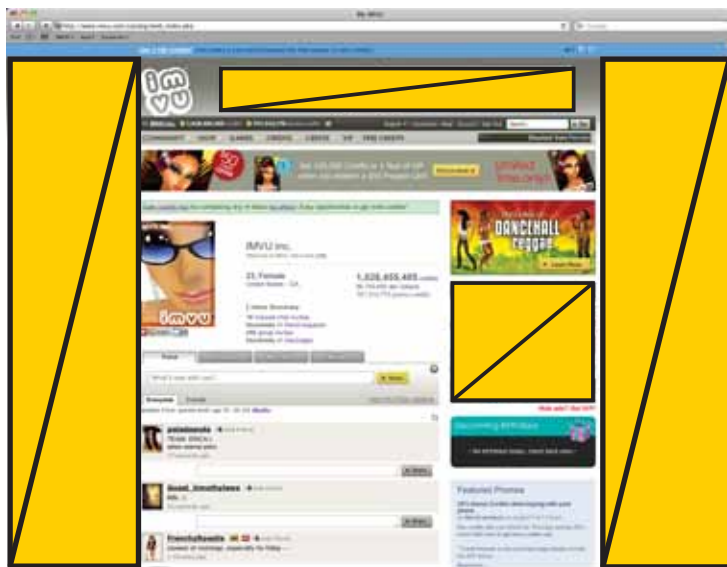
## Homepage Takeover Sponsorship

Display advertising designed to increase engagement with the IMVU audience.

- Custom Branded Graphical Skinning
- 100% Share-of-Voice
- 728 x 90 Ad Unit
- 300 x 250 Ad Unit
- 160 x 600 Ad Unit



\*IMVU.com Homepage



\* Homepage on Log-in

