

Advertising on

Quora

2020



Auto



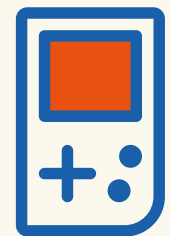
Education



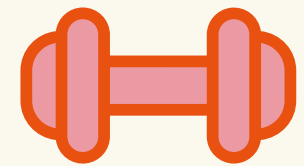
Entertainment



Finance



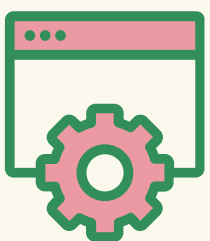
Gaming



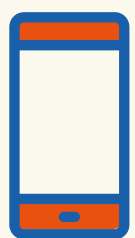
Health, Wellness, Fitness



Jobs & Careers



Software/SaaS



Technology



Travel



Car Buying

↑ 118%

Growth in answer views

Tesla

↑ 111%

Growth in answers

Tesla

↑ 124%

Growth in questions

Popular Question

What are the best bargaining techniques when buying a car from a dealer?

900K +
Question Views

1K +
Question Followers

Quora users are

13%

more likely to be new car prospects than the general P18+ population*

(this is more than other publishers such as WSJ, HuffPost, Reddit, and LinkedIn)

*Based on 2018 Nielsen Data

SPACES

Car Culture
15K Followers

All Things
Automotive
7K Followers

Car Experiences
11K Followers

SESSIONS

Paul Teutul Sr.
Founder of
Orange County Choppers

AUTO





EDUCATION

68M +
Users following
education topics

300K +
Questions

1B + views
on education topics

(Exams and Tests, College Advice, Colleges and Universities, Exam and Test Preparation)

Popular Question

**What are the
best study
methods?**

1M +
Question Views

3K +
Question Followers

SPACES

**Study Abroad
Guidance**
42K Followers

**Academics and
Education**
7K Followers

**Daily Dose of
Vocabulary**
168K Followers

SESSIONS

**Jill Margaret
Shulman**
*Author of College
Admissions Cracked*





ENTERTAINMENT

200M +

Users following entertainment topics

Game of Thrones

↑ 348%

Growth in answer views

Streaming Video Content

↑ 132%

Growth in answer views

56M +

Users following the Music topic

Popular Question

What is the best order to watch the “Star Wars” series?

2M +

Question Views

400 +

Question Followers

SPACES

The League of Geeks

321K Followers

Ask a Screenwriter

149K Followers

Songs in Many Tongues

249K Followers

SESSIONS

Sean Anders

Writer and Director of Paramount Pics “Instant Family”

Nancy Wang Yuen

Author of *Reel Inequality: Hollywood Actors and Racism*





FINANCE

47M+

Users following finance topics

Insurance

↑ 228%

Growth in answer views

Loans

↑ 156%

Growth in answer views

Mortgages

↑ 114%

Growth in answer views

Popular Question

What are some financial tips that everyone should know?

3M+

Question Views

1K+

Question Followers

SPACES

Finance Insider

193K Followers

Markets & Finance

123K Followers

Ask about

Investments

144K Followers

SESSIONS

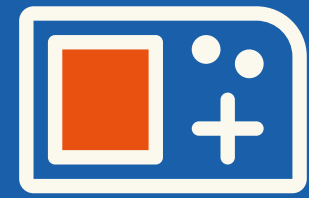
Sarah Smith

Early Stage Investor at
Bain Capital Ventures

Scott Kupor

Managing Partner;
Andreessen Horowitz for 10+ years





Nintendo Switch
 ↑ **238%**
 Growth in questions

Twitch (Streaming Service)
 ↑ **202%**
 Growth in questions

Minecraft
 ↑ **137%**
 Growth in questions

Popular Question
What are some of the best computer games of all time?

700K +
 Question Views

700 +
 Question Followers

52% of Quora users own a video game console*

*Based on 2018 Nielsen Data

SPACES

MetaGame
 74K Followers

The World of Video Games
 21K Followers

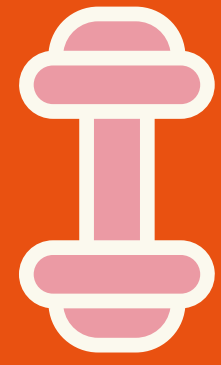
Game Dev
 6K Followers

SESSIONS

Chris Hopper
 Head of Esports for North America
 at Riot Games

GAMMING





HEALTH, WELLNESS, & FITNESS

Fitness

↑ **69%**

Growth in questions

Healthy Eating

↑ **136%**

Growth in questions

Healthy Eating

↑ **104%**

Growth in answers

Diet

↑ **103%**

Growth in answers

Popular Question

**How did
exercise**

**change your
life?**

7M +

Question Views

1K +

Question Followers

↑ **64%** Answer
View
Growth

SPACES

Holistic Medicine

181K Followers

How To Use The Brain

294K Followers

The HealthSite:

Fitness

55K Followers

SESSIONS

Tara Swart

*Neuroscientist, MD, Executive Advisor,
Author of The Source*

Folasade May

*MD, PhD, MPhil; gastroenterologist
& researcher at UCLA*



Jobs and Careers

↑ 73%

Growth in answers

Job Interviews

↑ 47%

Growth in answers

Career Advice

↑ 45%

Growth in answers

Jobs and Careers

↑ 52%

Growth in questions

Popular Question

How should I prepare for my first interview?

1M+

Question Views

1K+

Question Followers

SPACES

Secrets of Career Growth

58K Followers

Freelancing Mindset

53K Followers

Career, Passion, Happiness

50K Followers

SESSIONS

Marc Randolph

Netflix Co-founder

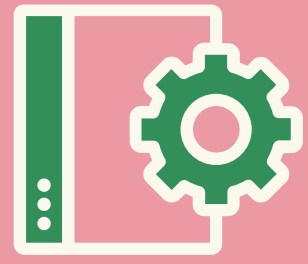
Entrepreneur, Investor, and Advisor

Pamela Weinberg

Career Coach and

Personal Branding Strategist





Business Strategy

↑ **99%**

Growth in questions

Software and Applications

↑ **98%**

Growth in answer views

Popular Question

What is the best CRM for a startup/business?

440K +
Question Views

700 +
Question Followers

SPACES

Cloud Daily from SaaStr!
309K Followers

Entrepreneurial Mindset
249K Followers

Digital Marketing News and Trends
79K Followers

SESSIONS

Cal Henderson
CTO and co-founder of Slack

Tomasz Tunguz
Managing Director at Redpoint





Google

↑ 133%

Growth in answer views

Amazon.com

↑ 100%

Growth in answers

Apple

↑ 83%

Growth in questions

Popular Question

What are the
must-have
iPhone
apps?
Why?

220K +
Question Views

1K +
Question Followers

SPACES

Tech Insider
432K Followers

Better Programming
97K Followers

Technologica Prime
113K Followers

SESSIONS

Grace Chen
CEO and Co-founder
at Common Networks

David Schwartz
CTO of Ripple



78M +

Users following travel topics

Airbnb

↑ 83%

Growth in answer views

Booking and Reservation Systems

↑ 87%

Growth in answers

Hotel Recommendations

↑ 86%

Growth in questions

Popular Question

What are the best travel hacks?

12M +

Question Views

7K +

Question Followers

SPACES

Travel Tips and Hacks

172K Followers

Travel Nomads & Guides

147K Followers

Travel and Tourism

150K Followers

SESSIONS

Josh Fried

Head of Waze Carpool

Andrew Kitchell

CEO at Lyric

TRAVEL



ADVERTISE ON

Quora

quora.com/business