

UNWIND MEDIA

PROGRAMMATIC ADVERTISING OPPORTUNITIES



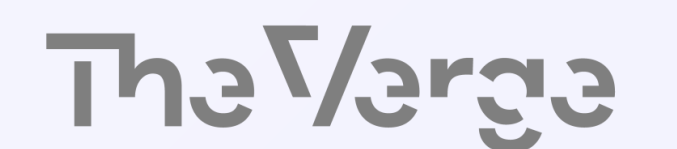


WHO WE ARE

Unwind Media develops popular card and word games across the #1 Solitaire community on the web.

We offer a brand safe quality programmatic environment to reach our audience through our highly engaging ad products.

AS SEEN IN



Audience

Our users spend 4+ hours a month playing games on our platform

5

MILLION

Games Played Daily

100%

ORGANIC

Traffic

27

MILLION

Annual Users

Audience Demographics

73%

of users identify

as the household decision maker in their home

76%

of users prefer

brands that sponsor their gaming experience

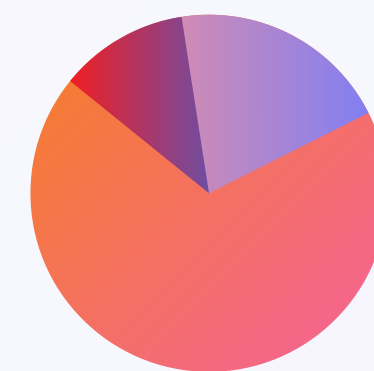


solitaired



Gender Breakdown:

- 70% female
- 30% male



Age Breakdown:

- 70% of our audience is +60 y.o.
- 30% of our audience is +45 y.o.
- 10% of our audience is +21 y.o.

WHAT MAKES OUR ADVERTISING **UNIQUE?**

AN AD EXPERIENCE DESIGNED TO BE 

At **+90% viewable our programmatic inventory is **top 1%** amongst publishers**

AN AD EXPERIENCE DESIGNED FOR **IMPACT**

Our ad units outperform
Adelaide's publisher
attention benchmarks by
up to 34%.



OUR INVENTORY IS **DIFFERENTIATED**

Unwind Media is a **NMSDC** certified minority owned publisher.

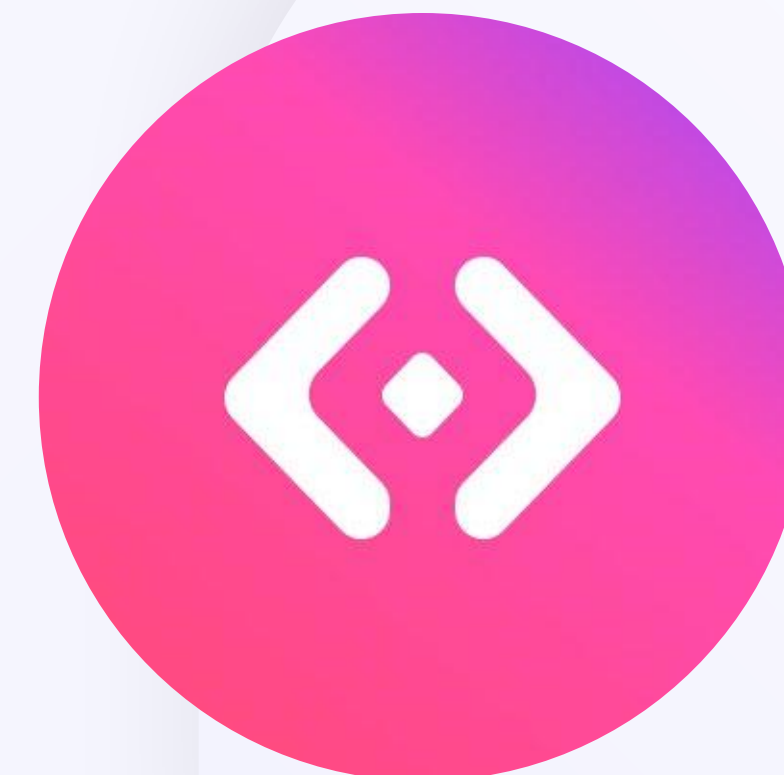
Our programmatic supply path places us in the 80th percentile of **Scope3's** publisher carbon efficiency rating.

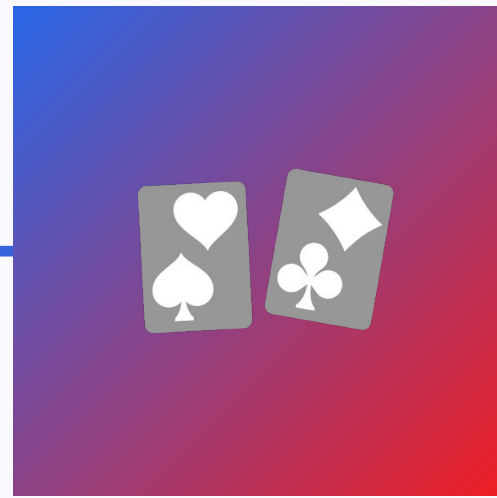


OUR INVENTORY IS **QUALITY**

Unwind Media is a **Jounce Media** bellwether publisher for quality open market programmatic supply.

Our inventory has an **'A'** rating by ad quality firm **Deep See**.





AD EXPERIENCES

DESKTOP 300x600 & mWEB ADHESION



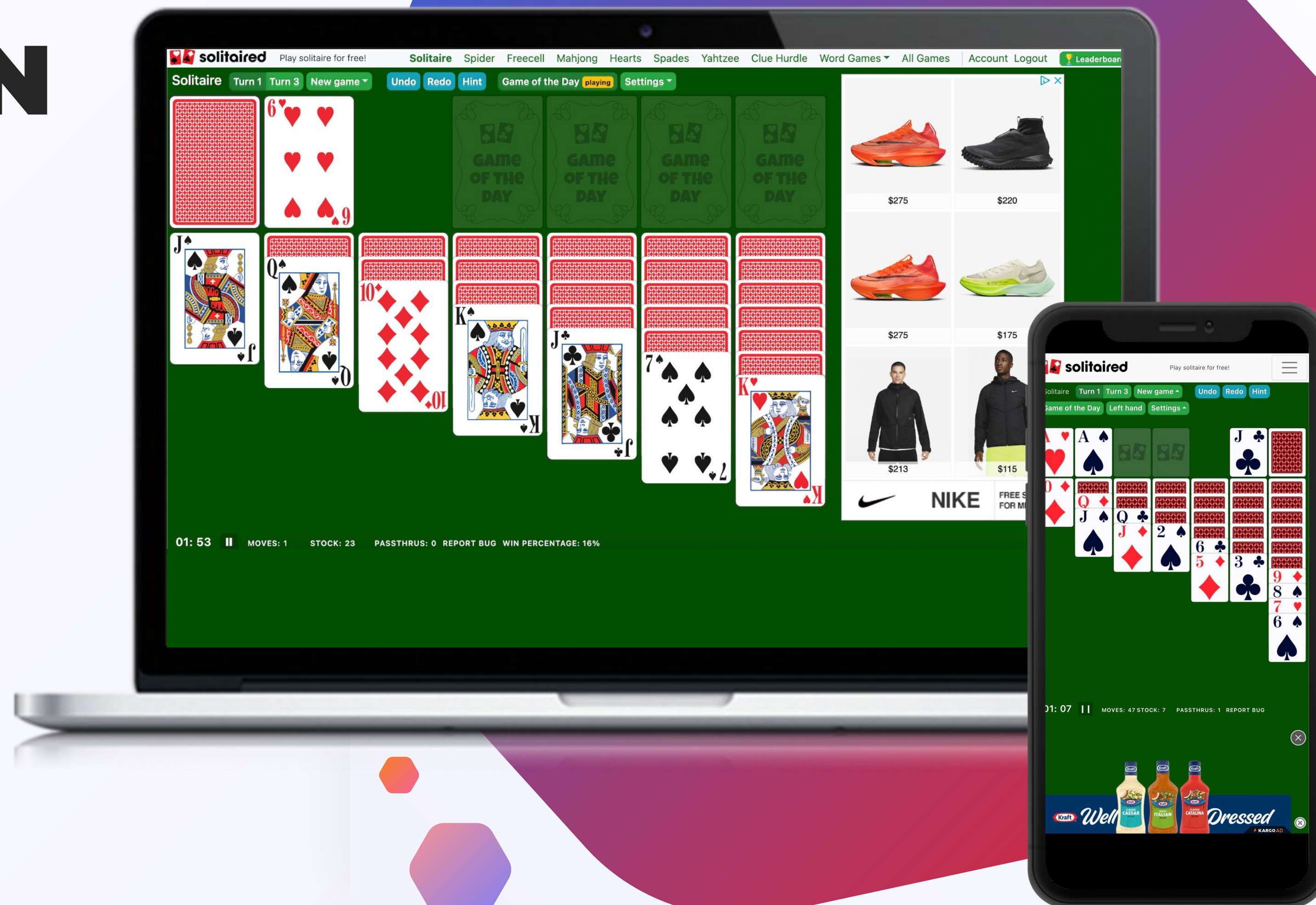
DESIGNED TO BE SEEN

At +90% viewability our display inventory is top 1% amongst publishers.



DESIGNED FOR IMPACT

Our “No Ads If Idle” feature won't serve advertising to non-engaged users.



ON-PAGE VIDEO



DESIGNED TO BE SEEN

Our desktop outstream experience is +90% viewable.



DESIGNED FOR CHOICE & PERFORMANCE

Our dismissible outstream unit has an +80% completion rate.



HIGH-IMPACT VIDEO



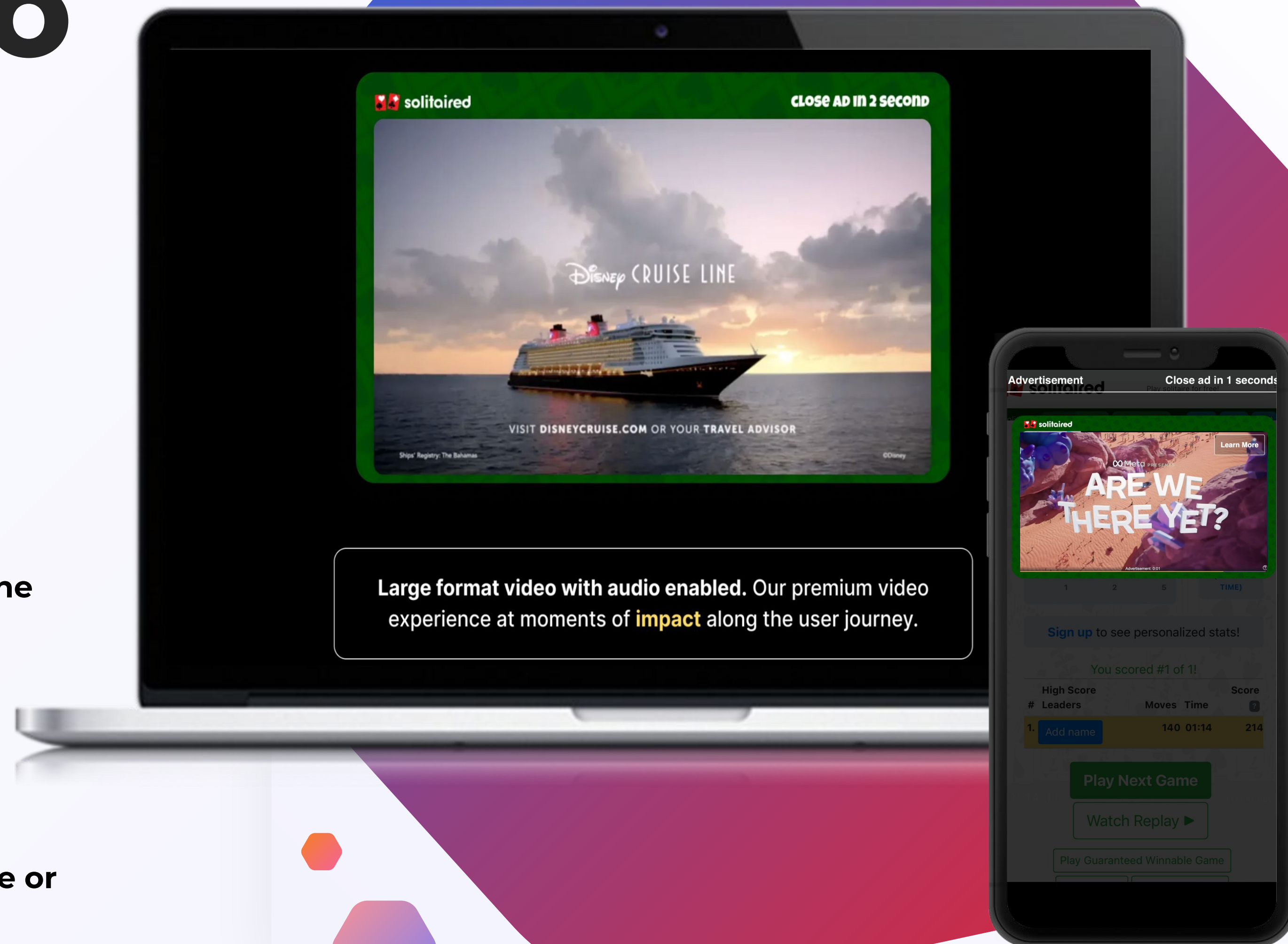
DESIGNED TO BE SEEN

+90% viewable and commands 100% of the user's attention.



DESIGNED TO BE HEARD

Audio enabled and can run as a skippable or non-skippable experience.



BRANDED TAKEOVER (MINIMIZED)



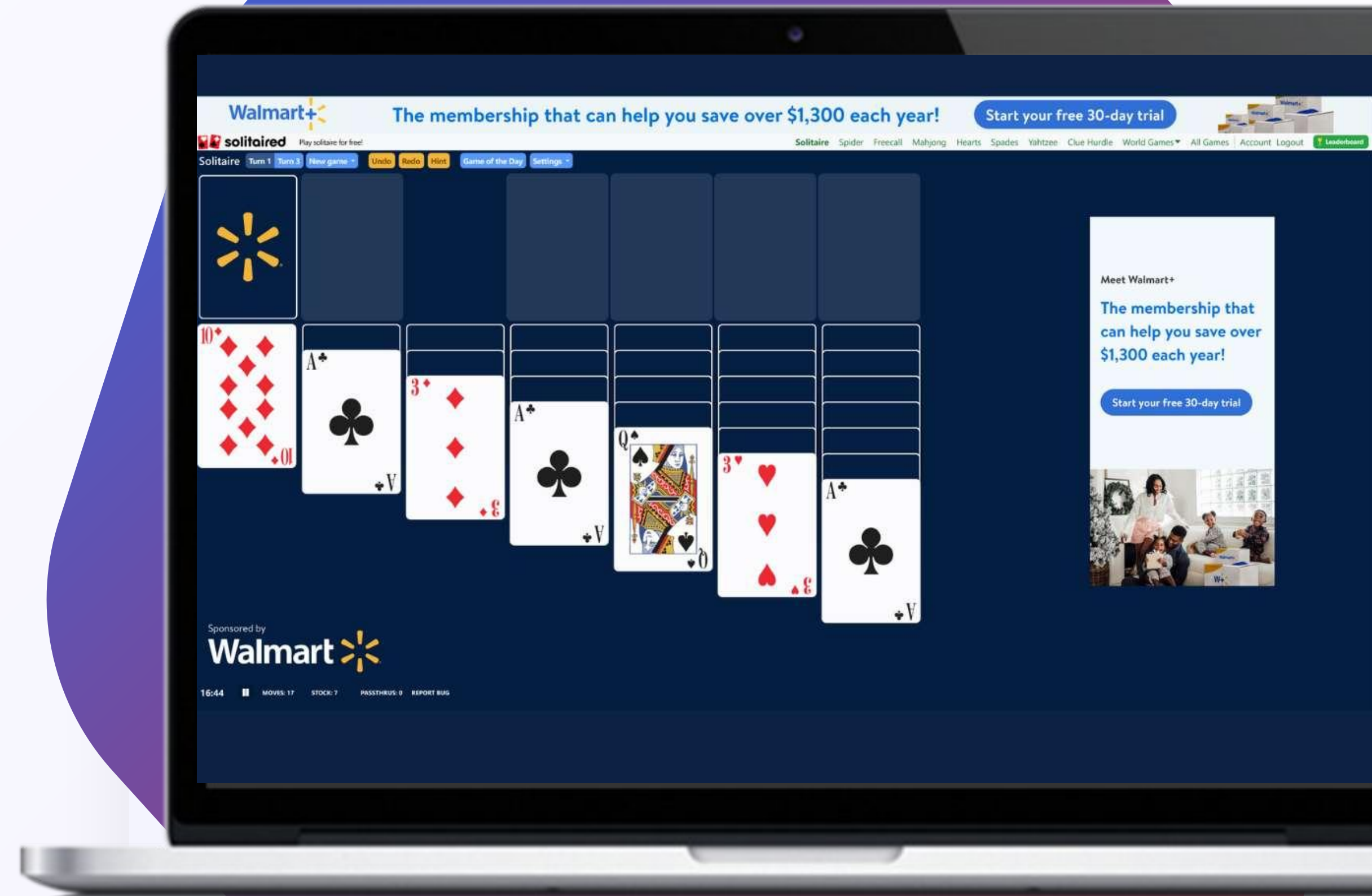
TAKEOVER THE GAME

Maximize impact by sponsoring our most popular game format - The Game of the Day.



BE A BRAND HERO

71% of our users prefer brands that sponsor our most popular experience.



BRANDED TAKEOVER (EXPANDED)



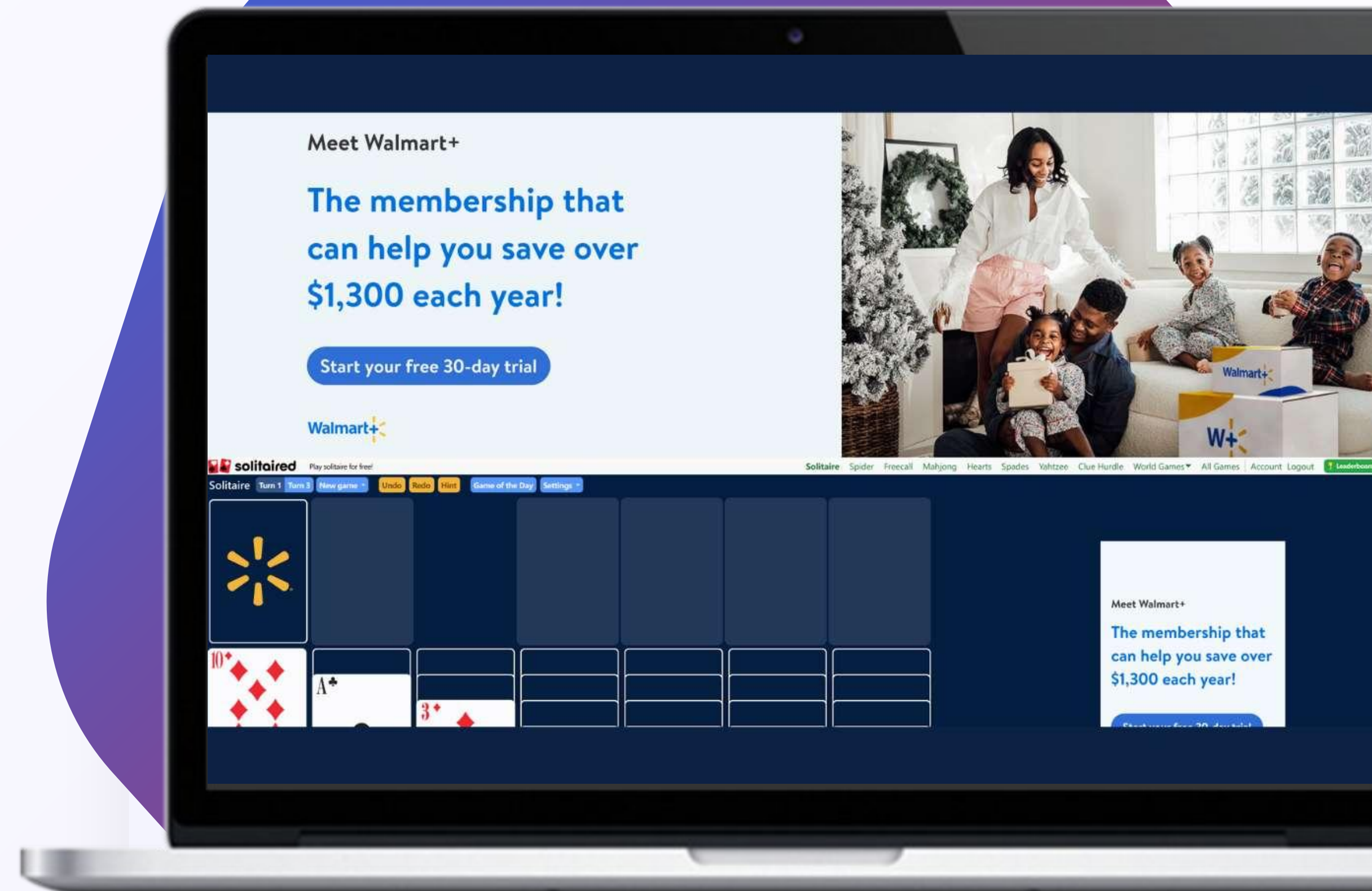
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VIDEO MOMENTS: BRANDED EXPERIENCE



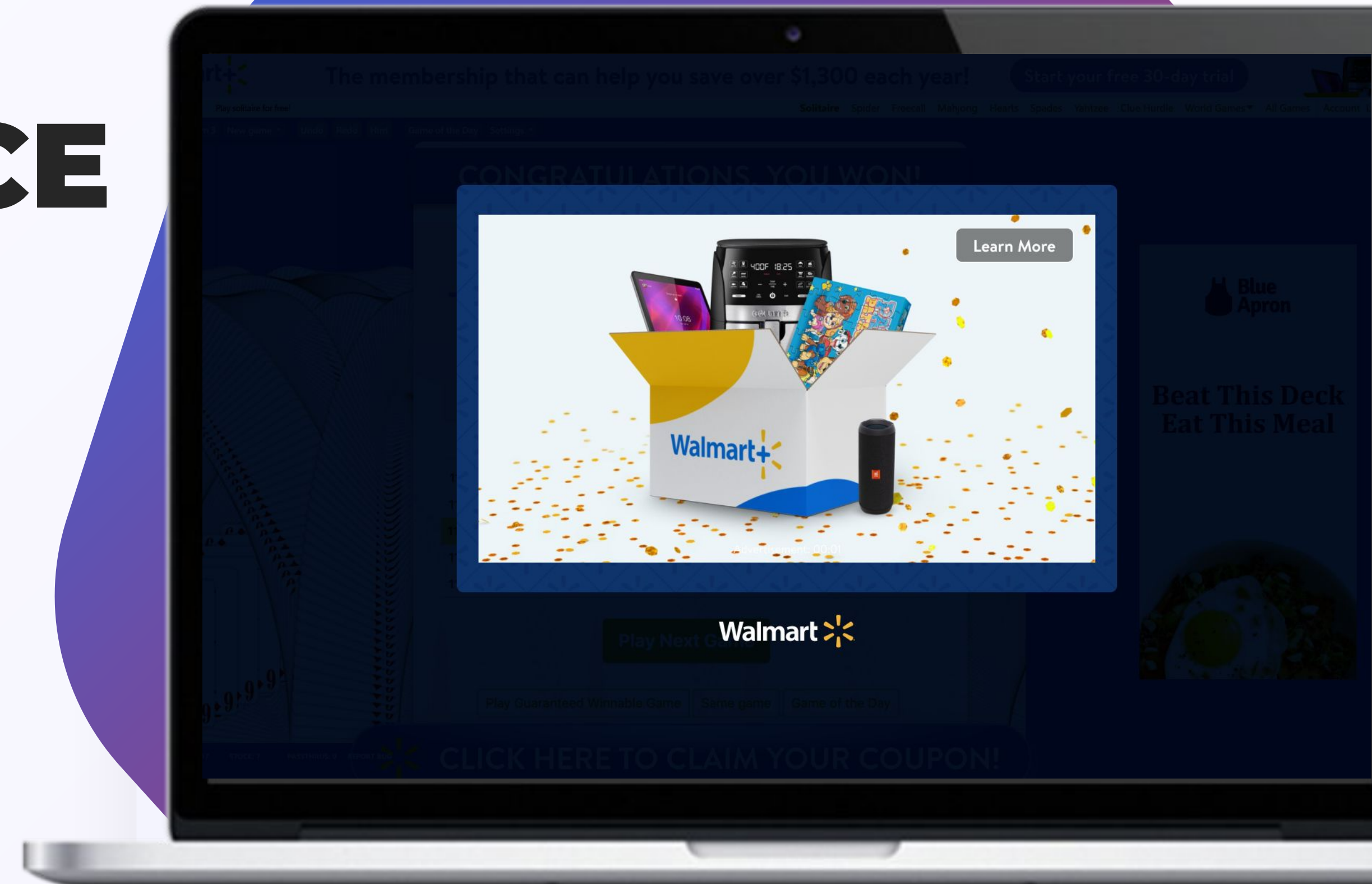
CUSTOM VIDEO PLAYER

Customize our premium video player with a display skin or logo.



HIGH-IMPACT VIDEO

Audio enabled and large format video drives impact.



We'd love to chat

GET IN TOUCH

EMAIL:



pmp@teamunwind.com

UNWIND MEDIA

