

Inbox Studio

MEDIA KIT | JULY 2025

Nice News

GOOD HEADLINES

The Discoverer

Travel Quiz

dailypassport

Things to Read

Word Smarts

Recommended Reads

Quiz Daily

word⚡genius

WordDaily

Inbox Studio

HistoryFacts.

CROSSWORD CLUB

INTERESTING
FACTS

HouseOutlook

BETTER REPORT

HISTORY QUIZ

Living Simply

Feeding Curiosity

Inspiring Quotes

Trivia Genius

MOVIE BRIEF

More than 10 million
subscribers start their
day with our brands.

Inbox Studio conceives, launches, and operates digital media brands that spark curiosity, spread useful information, and improve the lives of our readers.

We take an email-first approach, transforming the inbox into a personal feed of interesting, informative content. Our newsletters then prompt subscribers to continue their journey on our web properties, each filled with fascinating content for readers to get lost in.

Audience Overview

13M

Total Unique
Subscribers

3M

Unique Visitors/Mo.¹

59%

2024 Avg Unique
Open Rate

29M

Average Monthly
Sessions

AGE

- 50% Ages 55+
- 30% Ages 35-54
- 20% Ages 18-34

GENDER

- 56% Female
- 44% Male

HOUSEHOLD INCOME

- 66% \$0-\$100K
- 18% \$100K-\$150K
- 16% \$150K+

DEVICE

- 60% Mobile
- 40% Desktop

1. Source: Google Analytics, Unduplicated across all Inbox Studio sites, July 2024

*Source: Quantcast, July 2024

Audience Insights

82%
Trust Our Brand
Recommendations

56%
Are More Likely To
Purchase A Product We
Recommend

47%
Are In Market For Home
Goods And Products

63%
Use Or Plan To Purchase
Health Supplemenets

55%
Bought Clothing, Shoes, Or
Jewelry In The Last 30 Days

72%
Are Investors

79%
Own Their Own Home

57%
Have Grandchildren

50%
Have A Cat Or Dog

INTERESTS

73% Travel
87% Health & Wellness
72% Fitness
84% Mental Health
67% Arts & Entertainment
84% Environment
55% Pets

Our Publications

<u>Current Events</u>	<u>Lifestyle</u>	<u>Travel</u>	<u>Language</u>	<u>History</u>	<u>Science</u>	<u>Games</u>
Nice News	BETTER REPORT	The Discoverer	Word Smarts	HistoryFacts.	INTERESTING FACTS	CROSSWORD CLUB
GOOD HEADLINES	HouseOutlook	dailypassport	word+genius	COMING SOON TODAY IN HISTORY	COMING SOON How Everything Works	HISTORY QUIZ
Recommended Reads	Living Simply	COMING SOON Daily Traveler	WordDaily			Trivia Genius
Feeding Curiosity	Inspiring Quotes					Quiz Daily
Things to Read	MOVIE BRIEF					Travel Quiz

Flagship Brands

With over 1 million engaged readers each, our flagship brands have cultivated passionate, engaged audiences drawn to their strong editorial identity

The Discoverer

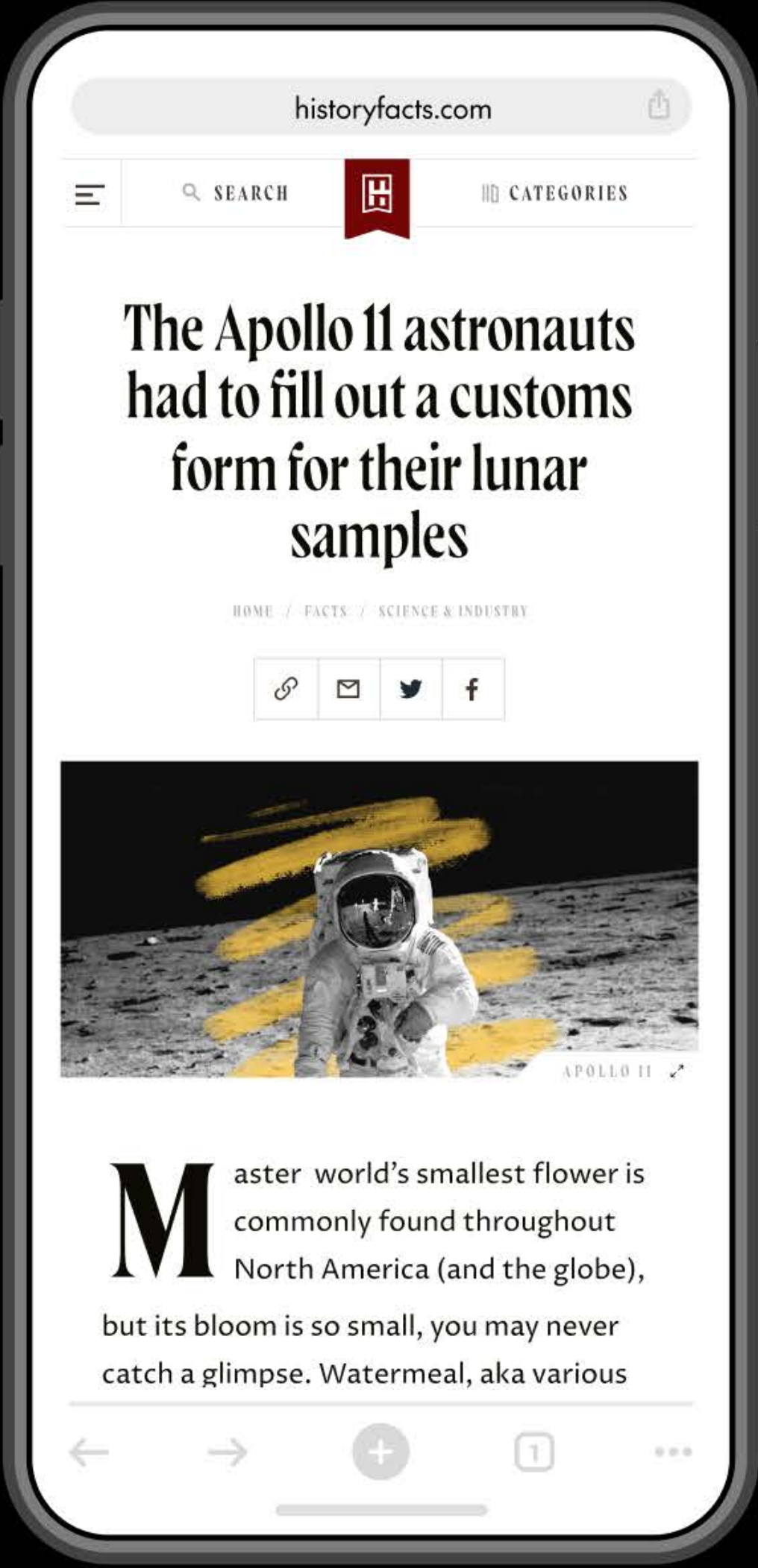
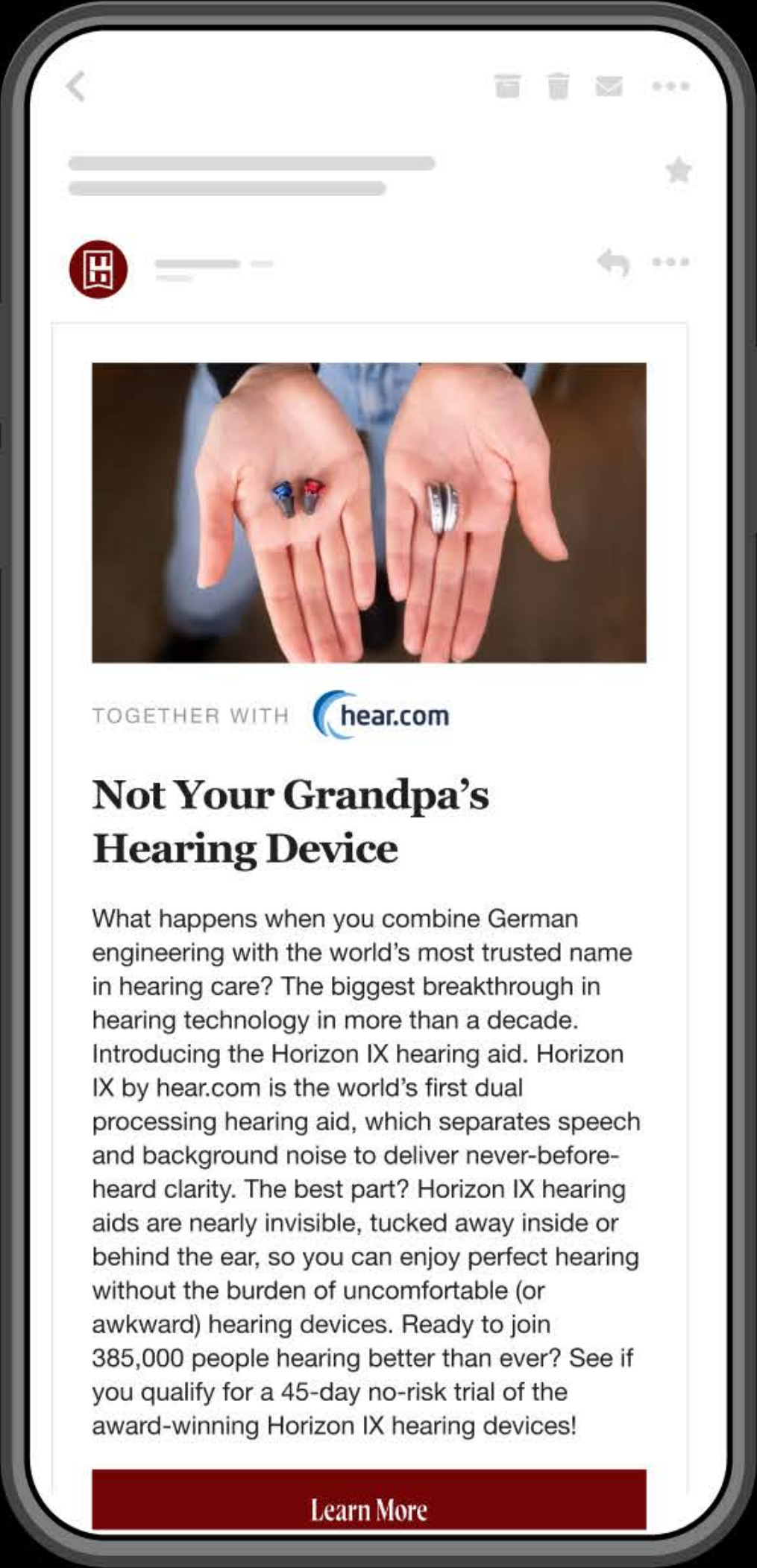
HistoryFacts.

Nice News

HistoryFacts.

Past Events, Present Tense

History Facts brings the past to life both in the inbox and on the web. Every day, we share a little-known fact about a person or event that helped shape our world. Did you know Ohio and Michigan went to war in 1835? Or that George Washington didn't know what dinosaurs were? Each edition is our take on a modern history lesson, one that informs, intrigues, and entertains.



The Discoverer

A Modern Travel Guide

The Discoverer is a modern travel publication that helps 1+ million readers discover the world from the comfort of home. Fascinating stories and striking photography bring destinations to life, encouraging subscribers to explore the four corners of the earth. Travel from hidden street cafes and local parks to luxurious resorts and world-famous museums right from your inbox with The Discoverer.



The Discoverer

DAILY Discoveries

Sponsored by [Kayak](#)

Want to Stay in a Magical Swiss Chalet?

The Cambrian Hotel in Adelboden, Switzerland is a skier's paradise and a nature-lover's dream. Located in a traditional Swiss village, it's surrounded by towering peaks and cozy chalet restaurants. Experience some of the most pristine 360-degree views the Alps have to offer at The Cambrian.

SEARCH ROOMS

The Discoverer

GO ON A SNOWY ADVENTURE AND STAY AT THE WESTGATE PARK CITY

Westgate Park City Resort & Spa is the perfect place to ski, relax, and rejuvenate in the mountains of Utah.

VIEW DEAL

VIEW MORE DEALS

These incredible trips will inspire you to hop on your next flight (or even take a road trip) to see new sights, meet new people, and make memories that will last forever.

INCREDIBLE 10-NIGHT JAPAN VACATION WITH AIR STARTING AT \$2,399

Explore Tokyo, Kyoto, and

*Source: Google Analytics Ave Monthly 2024 *Source Newsletter Stats: July 2024 Ongage/SparkPost/MessageBird

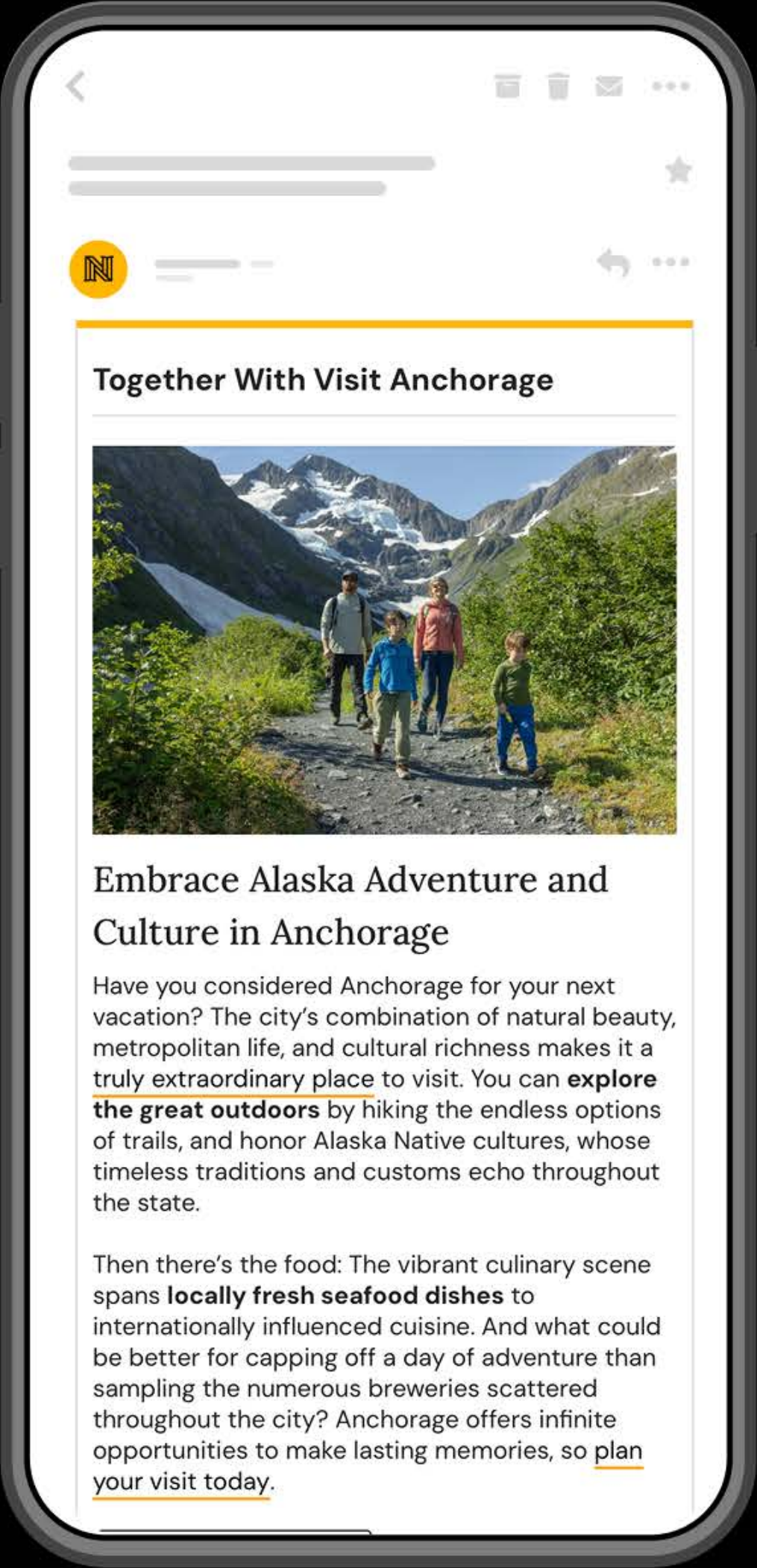
Nice News

Wake Up To Good News

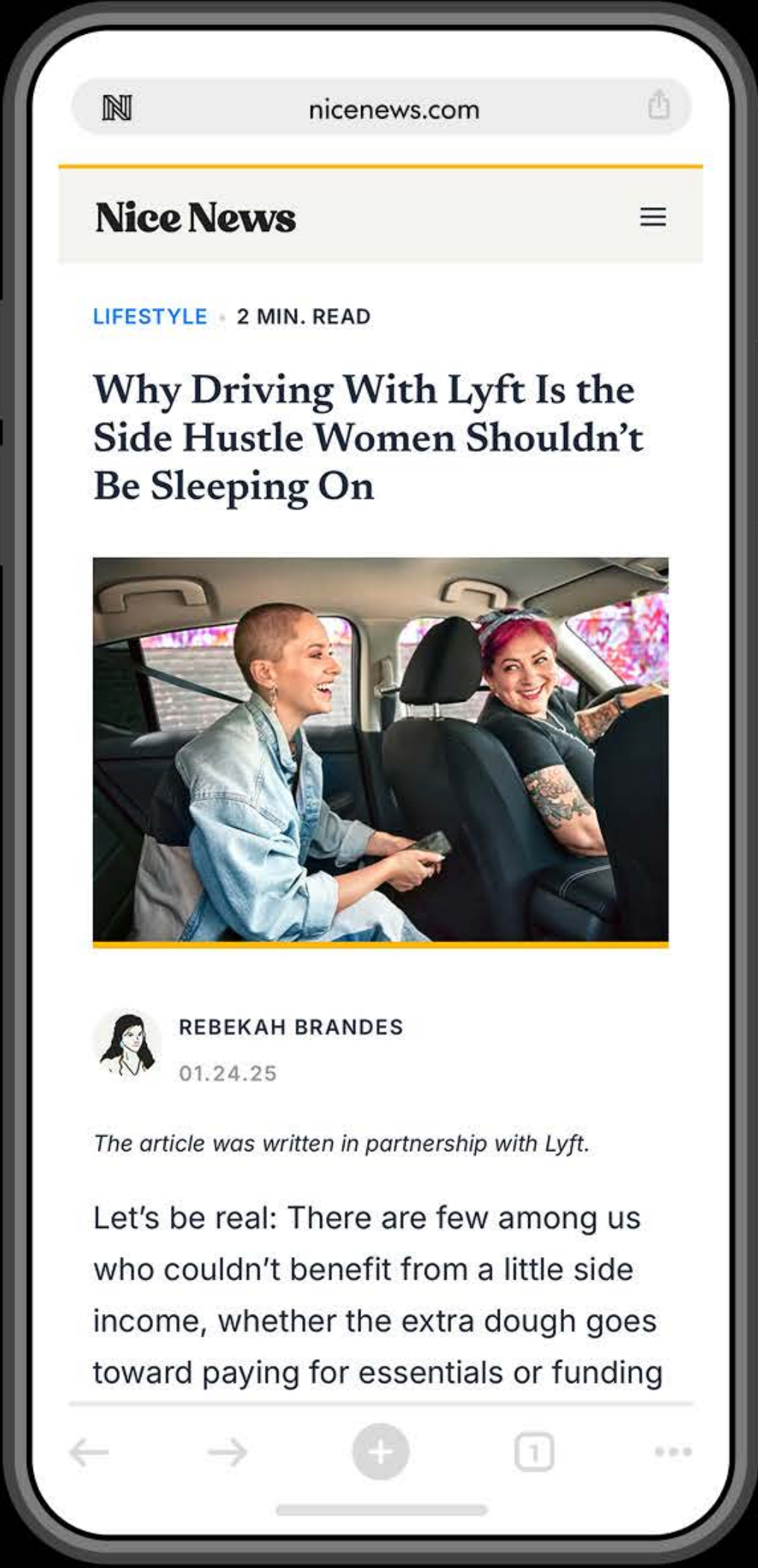
Nice News is on a mission to reimagine how people interact with their news feed. What started as an email digest readers enjoyed over a cup of coffee has grown into a destination to catch up on all the uplifting news other outlets skip. By reading Nice News, we hope our subscribers can see the world through a more optimistic lens.



EMAIL



WEB



Engage Brands

Engage brands feature a content-rich daily email and a full web presence with additional content to satisfy our readers' thirst for knowledge.

dailypassport

**INTERESTING
FACTS** —

BETTER REPORT

Word Smarts

word⁴genius

HouseOutlook

Inspiring Quotes

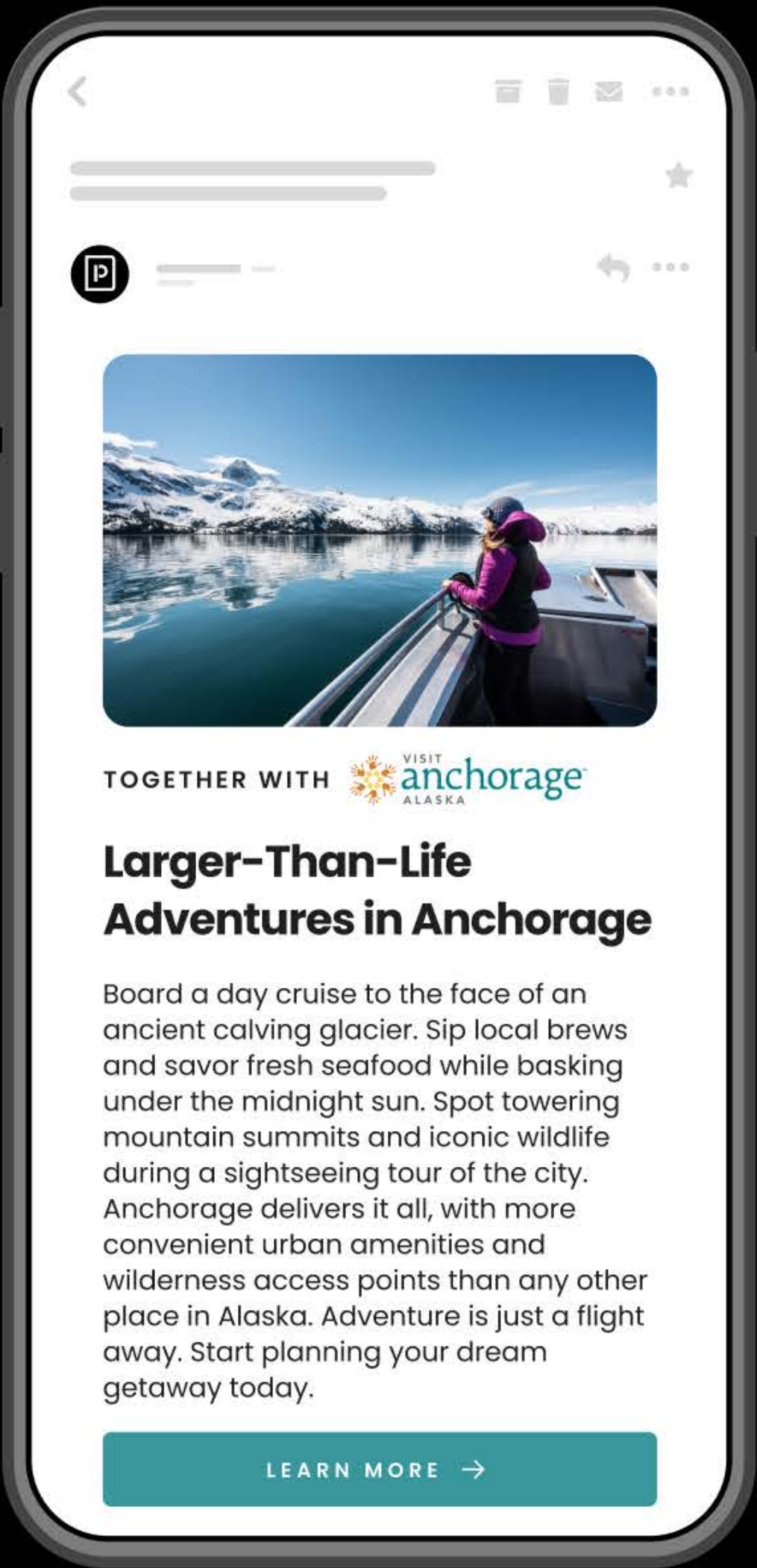
WordDaily

The World Is Waiting

Daily Passport is a digital travel publication for people fascinated by the world around us. Every day, subscribers are introduced to unique locations, must-know history, and helpful tips via our fact-packed articles. Every piece is crafted for frequent flyers and armchair travelers alike, readers who want to learn all about the many unique places around the globe. It's an educational explorer's guide delivered every day to your inbox.



EMAIL



WEB



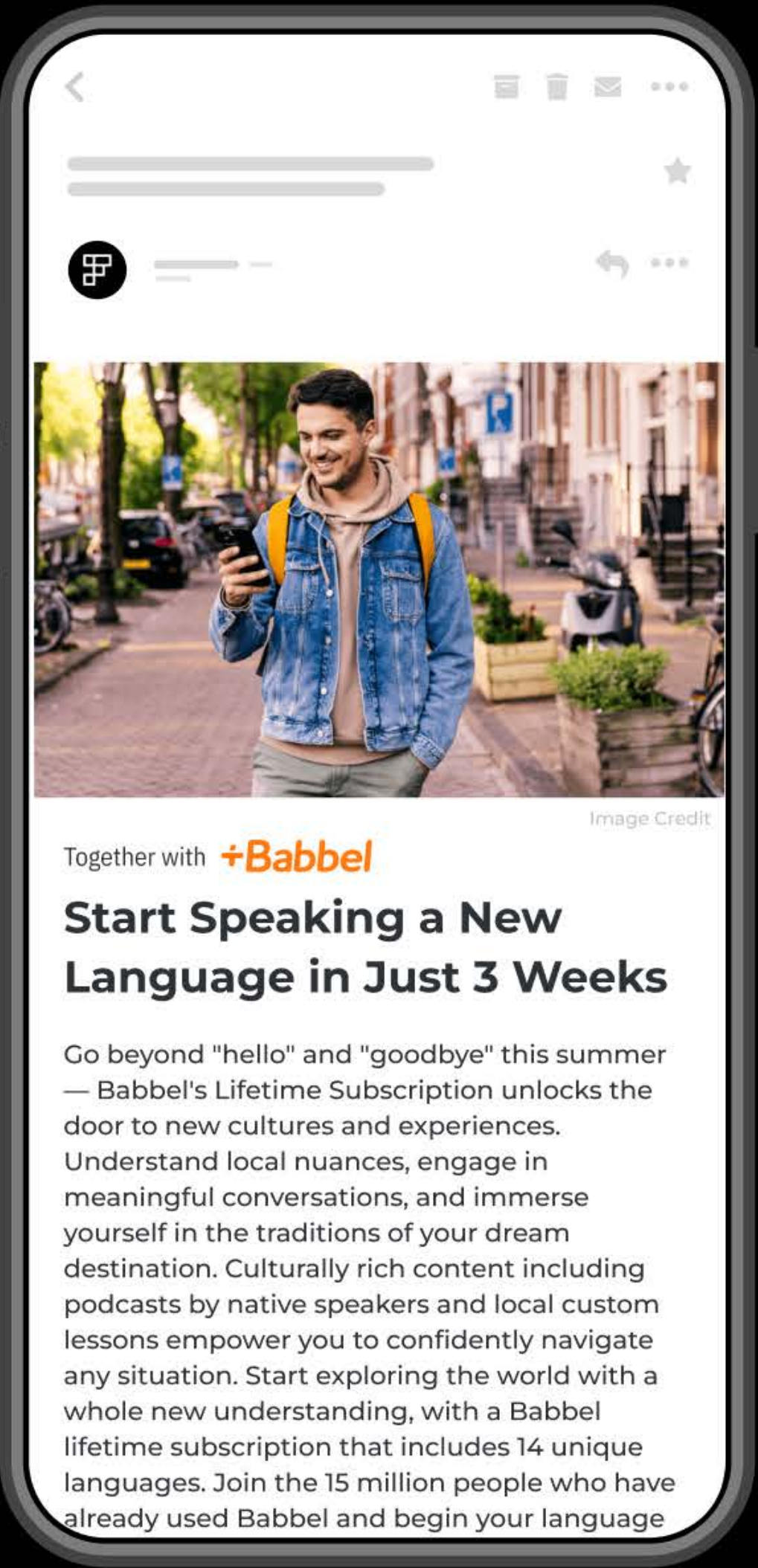
INTERESTING FACTS

Make Every Day More Interesting

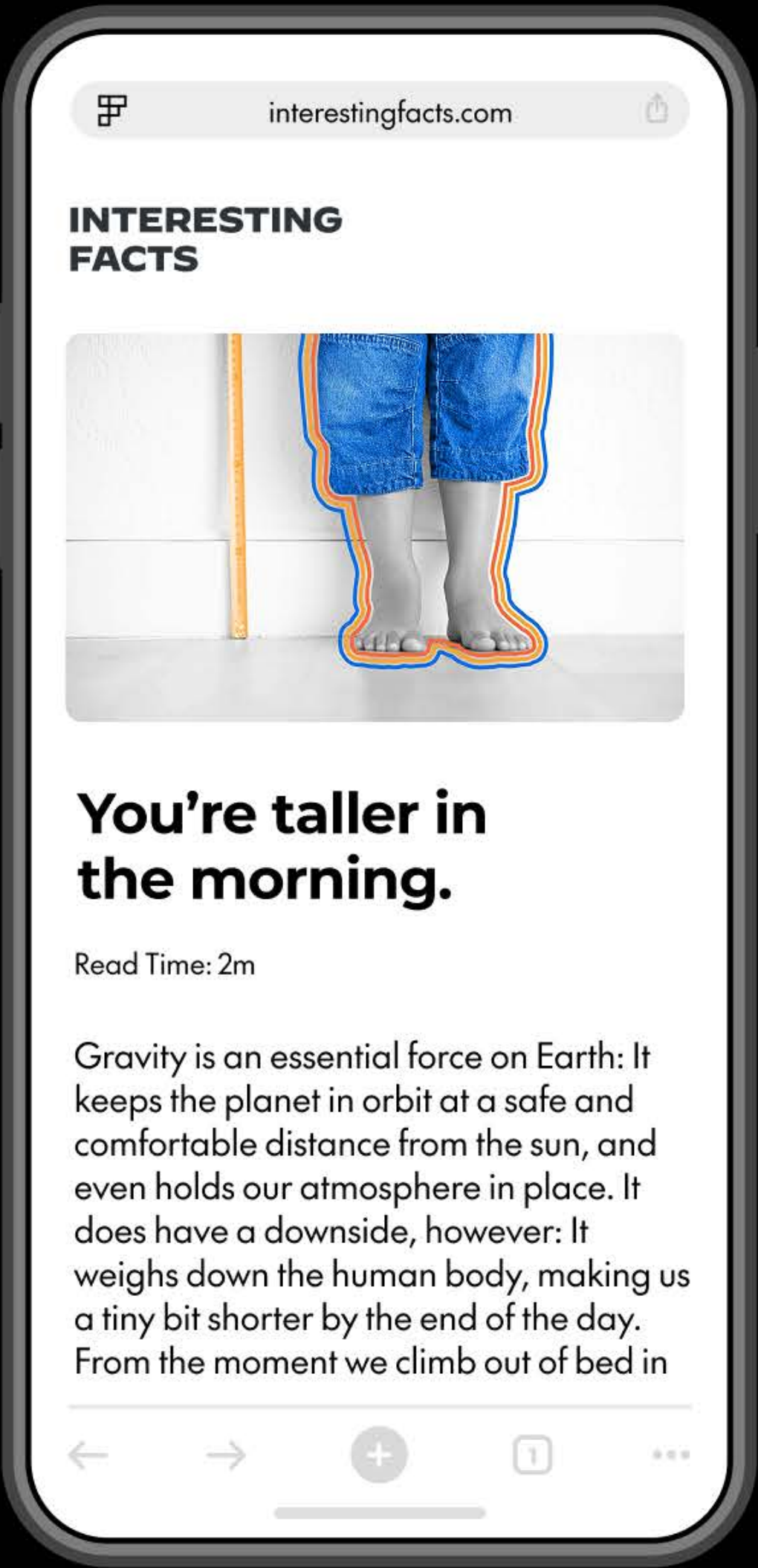
Interesting Facts is for the inherently curious. Our facts and articles open a world of fascinating rabbit holes for readers to enjoy getting lost in. Want to know why flamingos are pink, where it rains diamonds, and how “PEZ” got its name? Interesting Facts is for you.



EMAIL



WEB



HouseOutlook

Crafting Clever Spaces

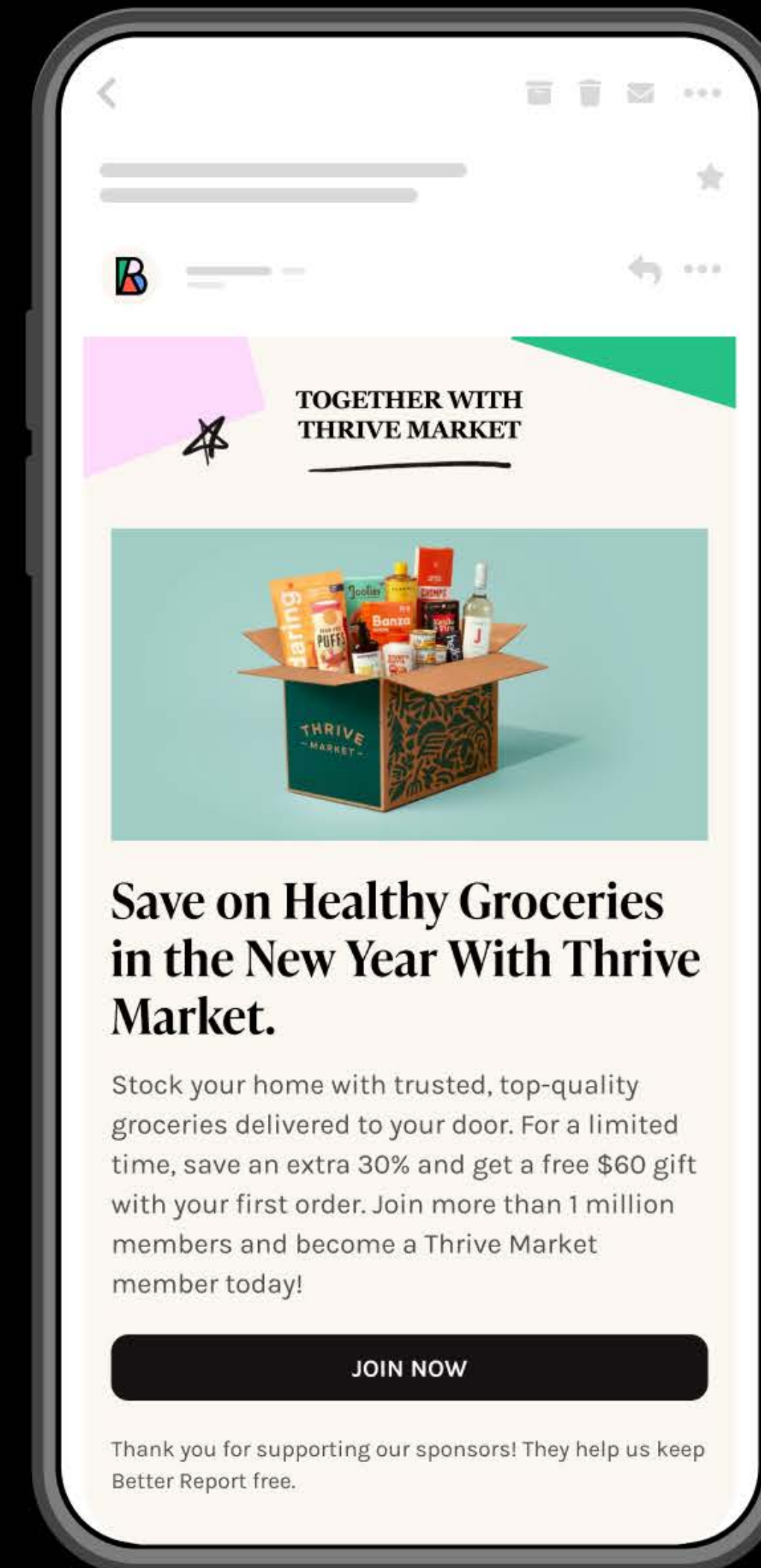
House Outlook is the go-to source for approachable, clever tips that make everyday life at home a bit easier. With a focus on practical solutions and easy-to-implement ideas, House Outlook offers advice on organizing, decorating, and maintaining your living space. From clever storage hacks to quick cleaning routines, House Outlook is all about helping you create a home that's as comfortable and functional as it is inviting.



BETTER REPORT

Elevate Your Everyday

Better Report was born from the desire to make life easier for all of us. Every morning, we deliver easy-to-follow hacks, shortcuts, and clever approaches to common issues within our Home, Health, and Wealth categories. Learn better ways to save, smarter ways to clean, expert ways to improve your well-being, and so much more. Each day, we help readers on their path to a smarter, more balanced life.



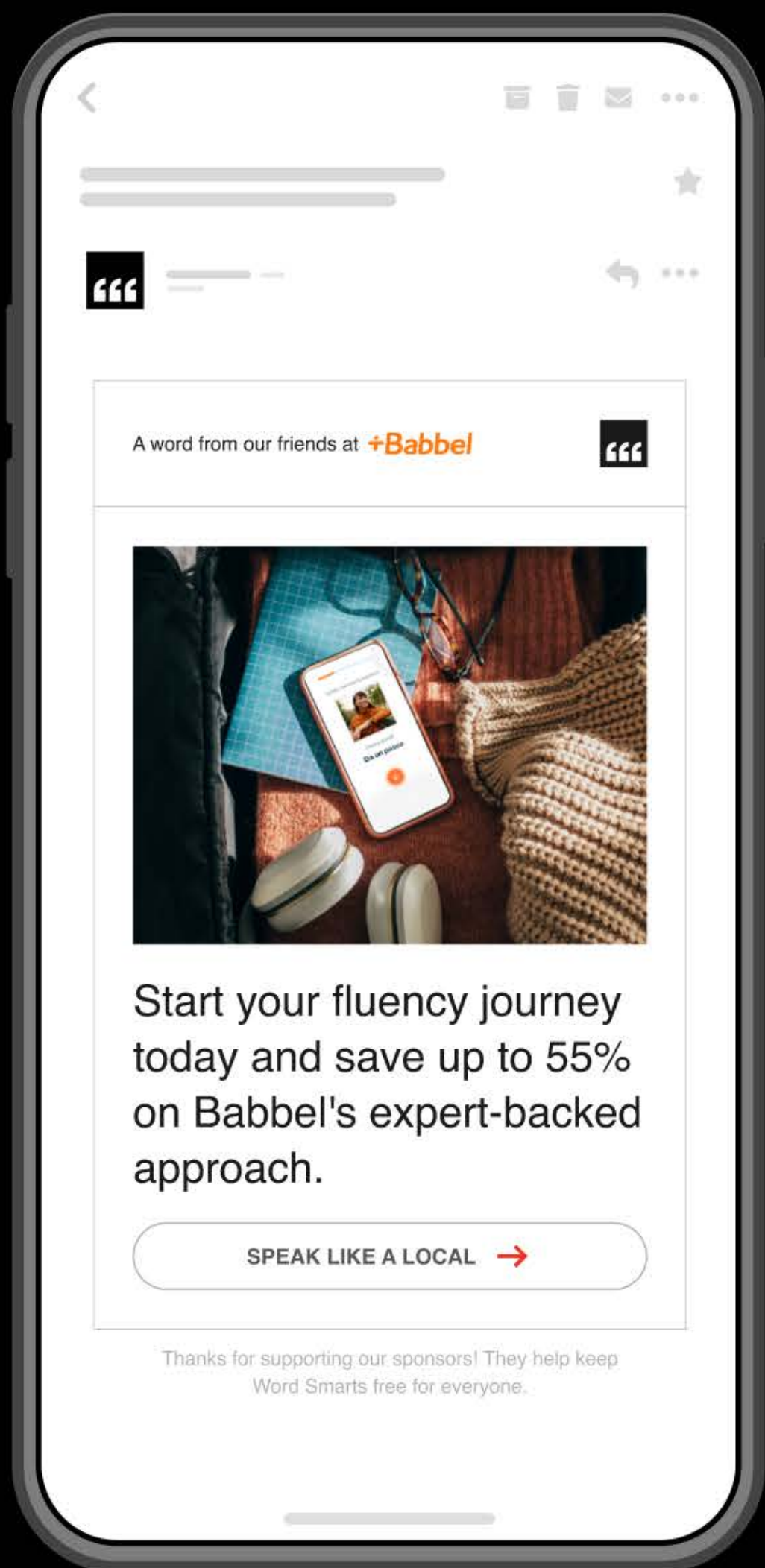
Word Smarts

A World of Words

Passionate about the Oxford comma? Know your homonyms from synonyms? Never miss an opportunity to use an em dash? Then Word Smarts is for you. Word Smarts publishes fascinating articles about language to help you become a better writer, reader, and speaker. Through our daily newsletter, readers learn grammar tips, interesting words, and the origins of common phrases.



EMAIL



WEB



*Source: Google Analytics Ave Monthly 2024 *Source Newsletter Stats: July 2024 Ongage/SparkPost/MessageBird


wordgenius

Word Genius helps expand readers' vocabulary with a word of the day, fun trivia questions, and insightful articles about language. We're dedicated to finding new ways to educate our subscribers and help them speak, text, write, orate, compose, or poetize with confidence.



EMAIL

wordgenius



Serried

SAIR-eed

Part of Speech adjective

French, mid-17th century

Find out how to use "Serried " in a sentence....

Learn origins & usage →

WEB


wordgenius.com

wordgenius

What Are Planets Called in Other Languages?

Monday, March 18 | 3 min read

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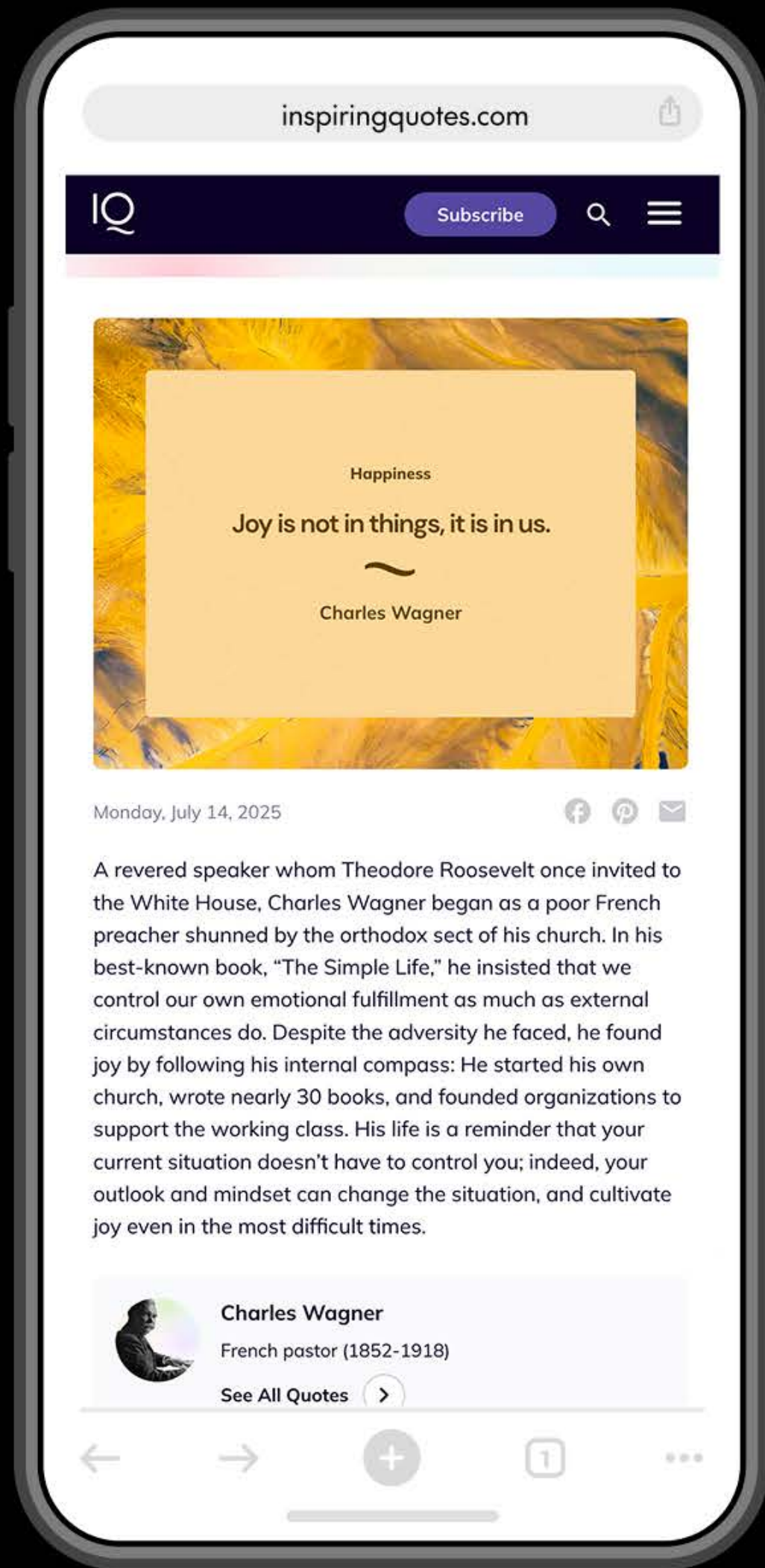
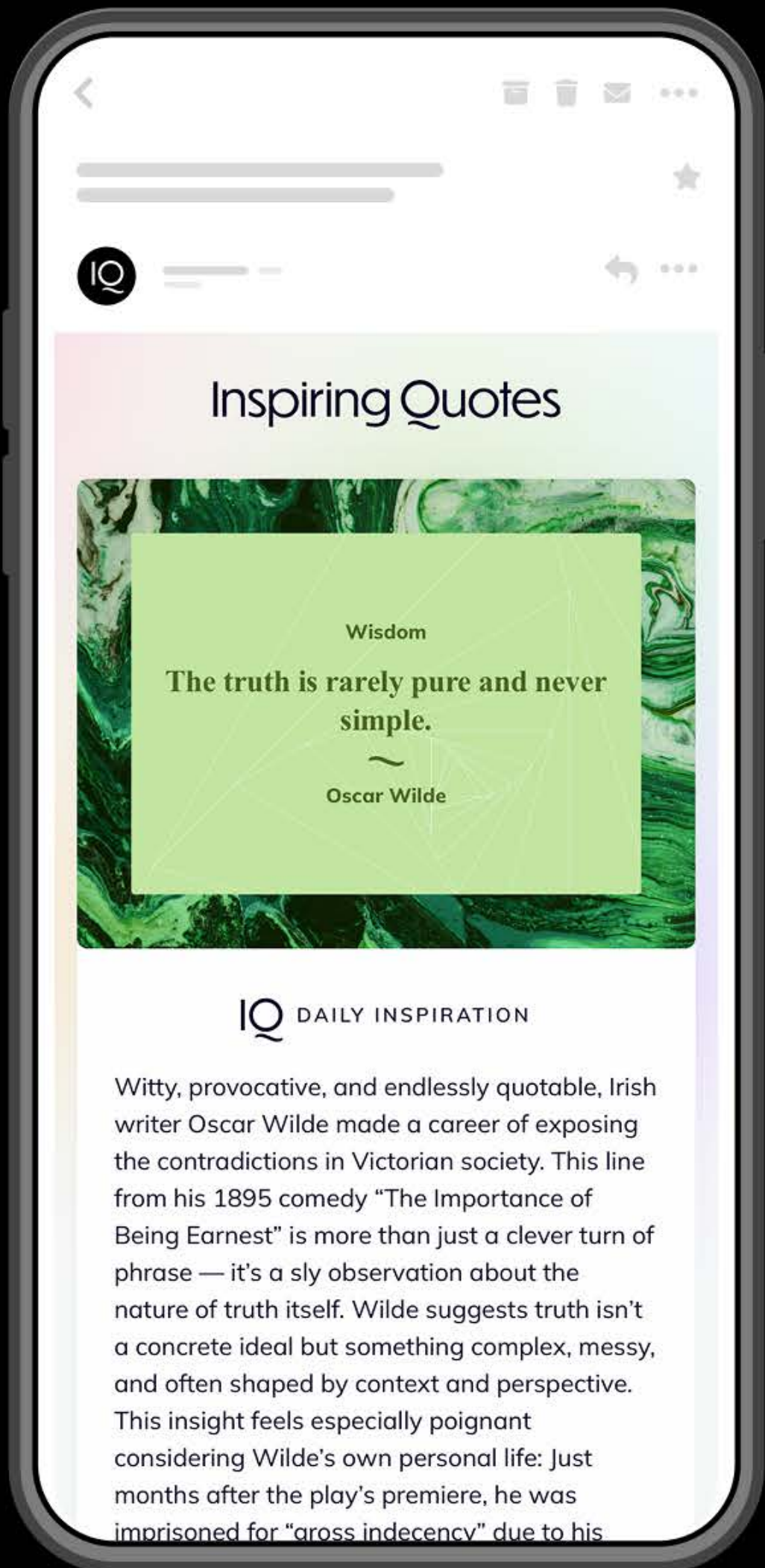


*Source: Google Analytics Ave Monthly 2024 *Source Newsletter Stats: July 2024 Ongage/SparkPost/MessageBird

Inspiring Quotes

A Movement for Betterment

Inspiring Quotes helps readers set a positive mindset every morning, encouraging learners to approach their days with optimism, determination, and a general sense of well-being. Whether through an inspirational quote of the day or a collection of witticisms, we hope to plant seeds of love, joy, and the wonder of possibility in all. Find your inspiration with Inspiring Quotes.

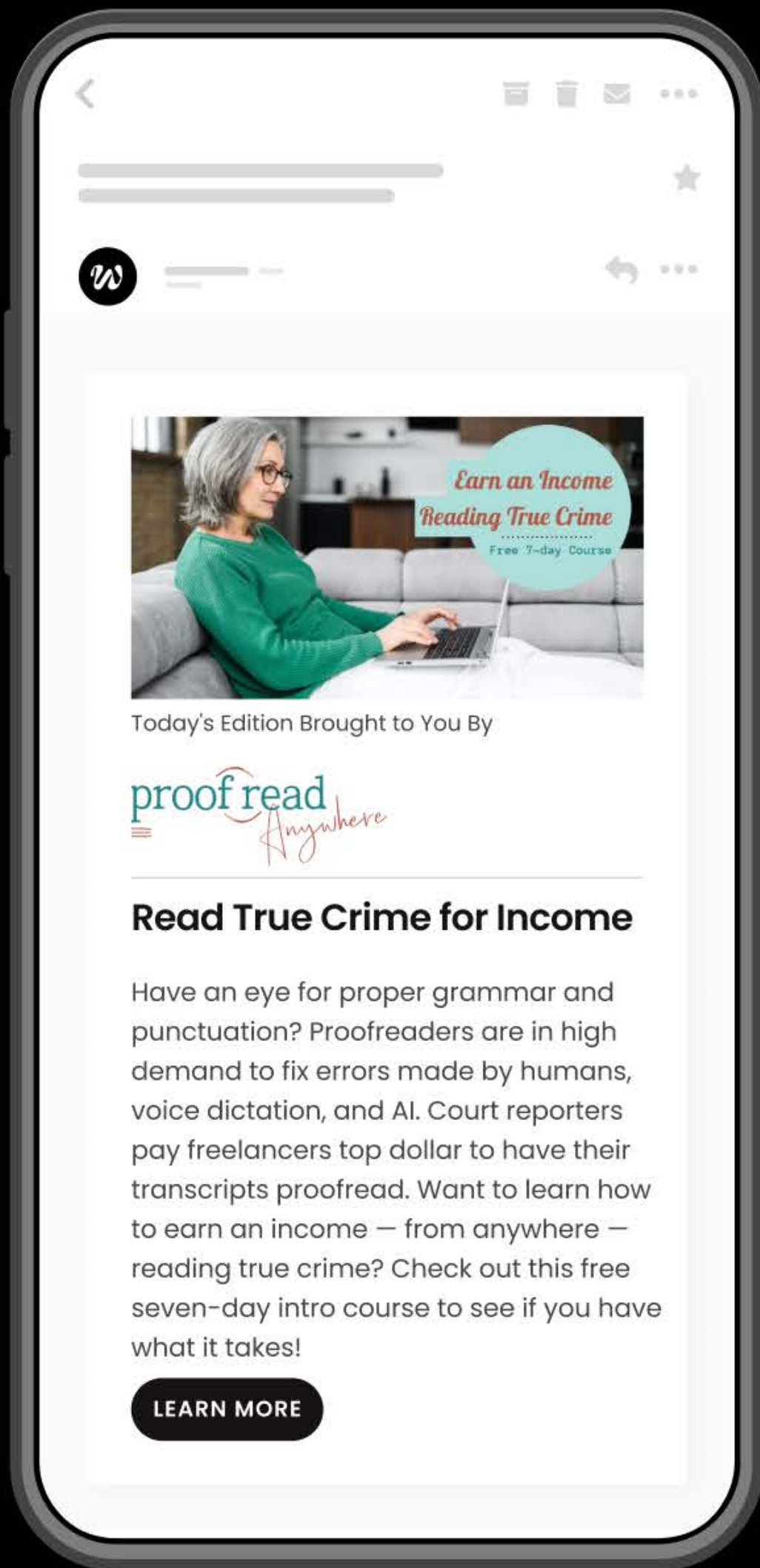


*Source: Google Analytics Ave Monthly 2024 *Source Newsletter Stats: July 2024 Ongage/SparkPost/MessageBird

WordDaily

The Wonder of Words

Word Daily delivers a new word to your inbox each morning, making it easy to grow your vocabulary. Reimagining the “Word of the Day” feature of many dictionaries, Word Daily offers a playful, interactive experience that helps subscribers better retain lesser-known words and their meanings. Word Daily is not the dictionary. It’s a new, enjoyable way to learn words.



Curated Brands

Curated brands drive traffic to external publishers and other Optimism brands. They enjoy impressive CTRs and encourage readers to click out of the email. Each has a minimal web footprint.

Recommended Reads

Feeding Curiosity

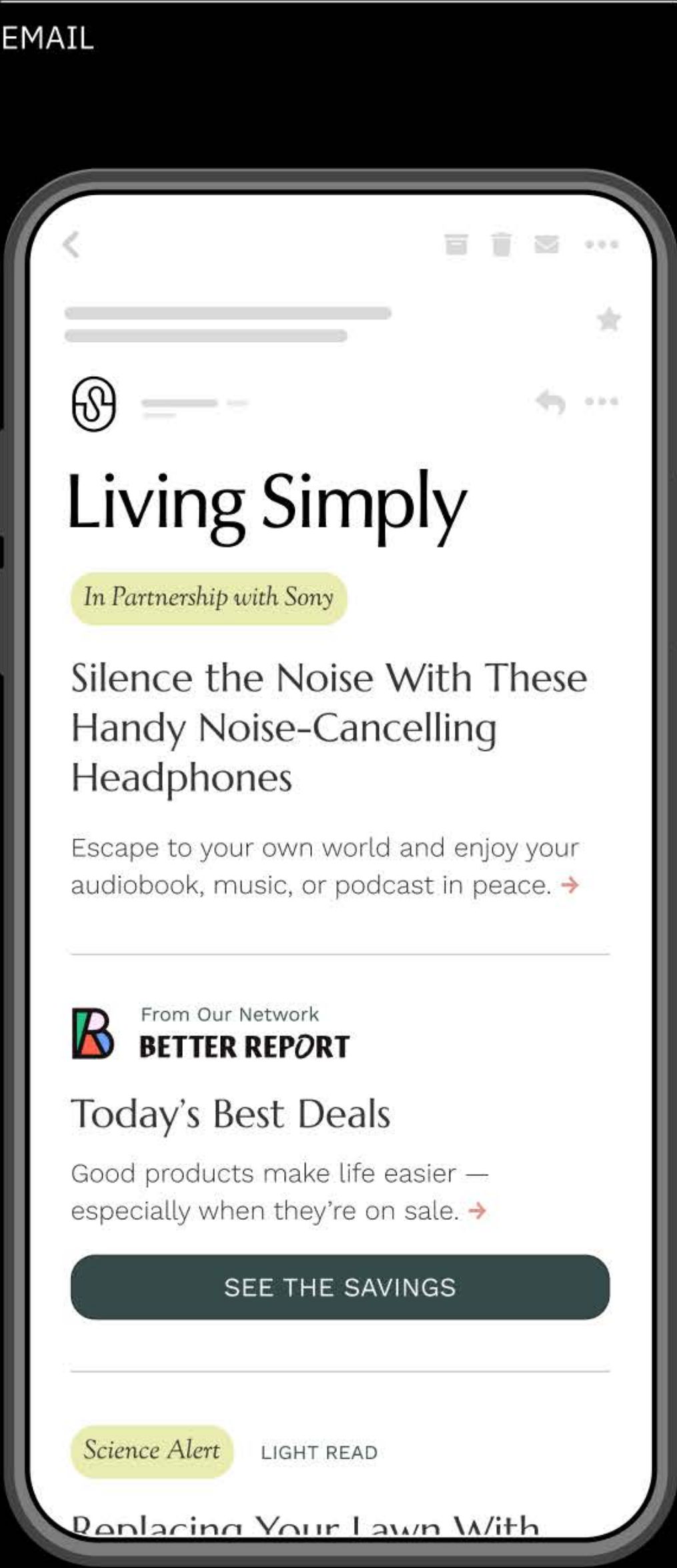
Living Simply

GOOD HEADLINES

Living Simply

Live Life With Less

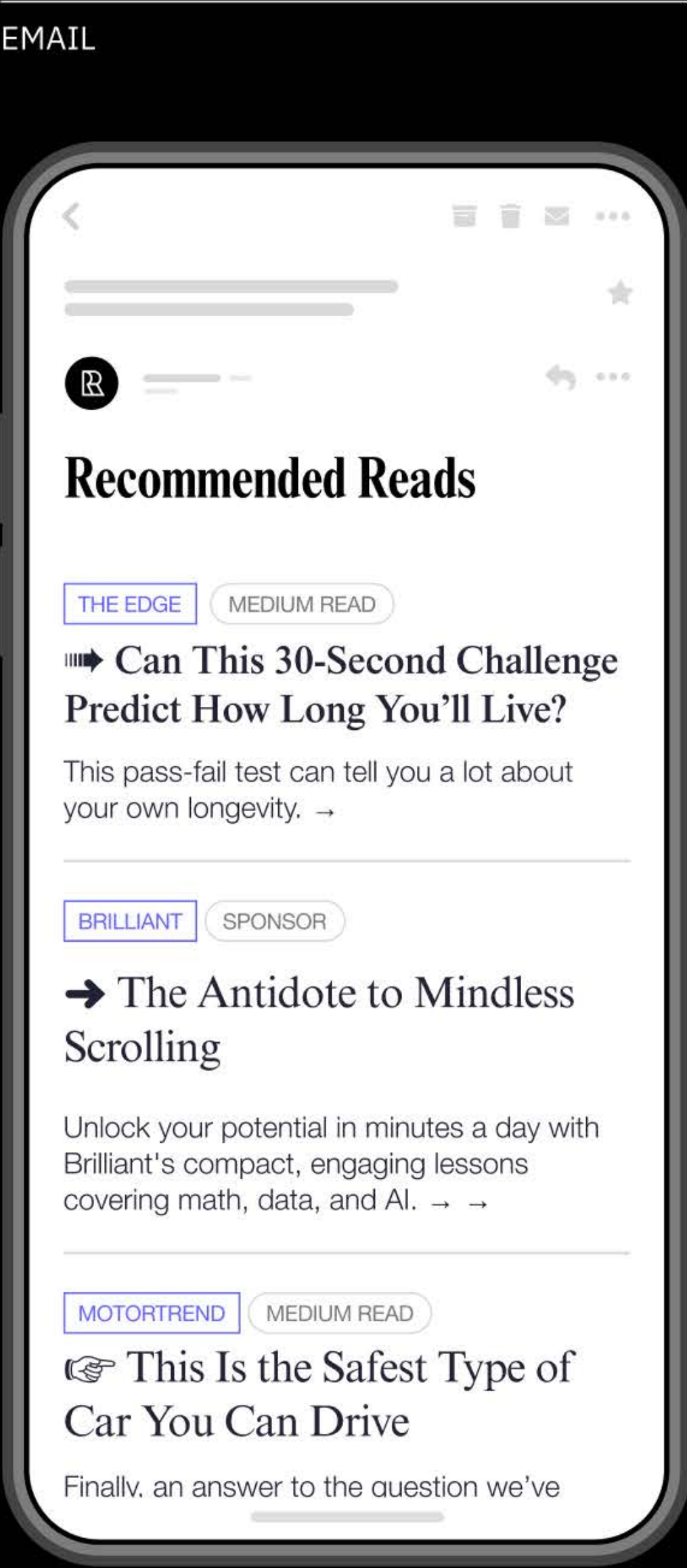
Living Simply delivers the information our subscribers need to lead better, simpler, and more efficient lives, both at home and beyond. Whether that's tips on decluttering your space or finding a sense of calm in a busy world, Living Simply is here to share how pleasant life with less can truly be.



Recommended Reads

What’s Worth Reading

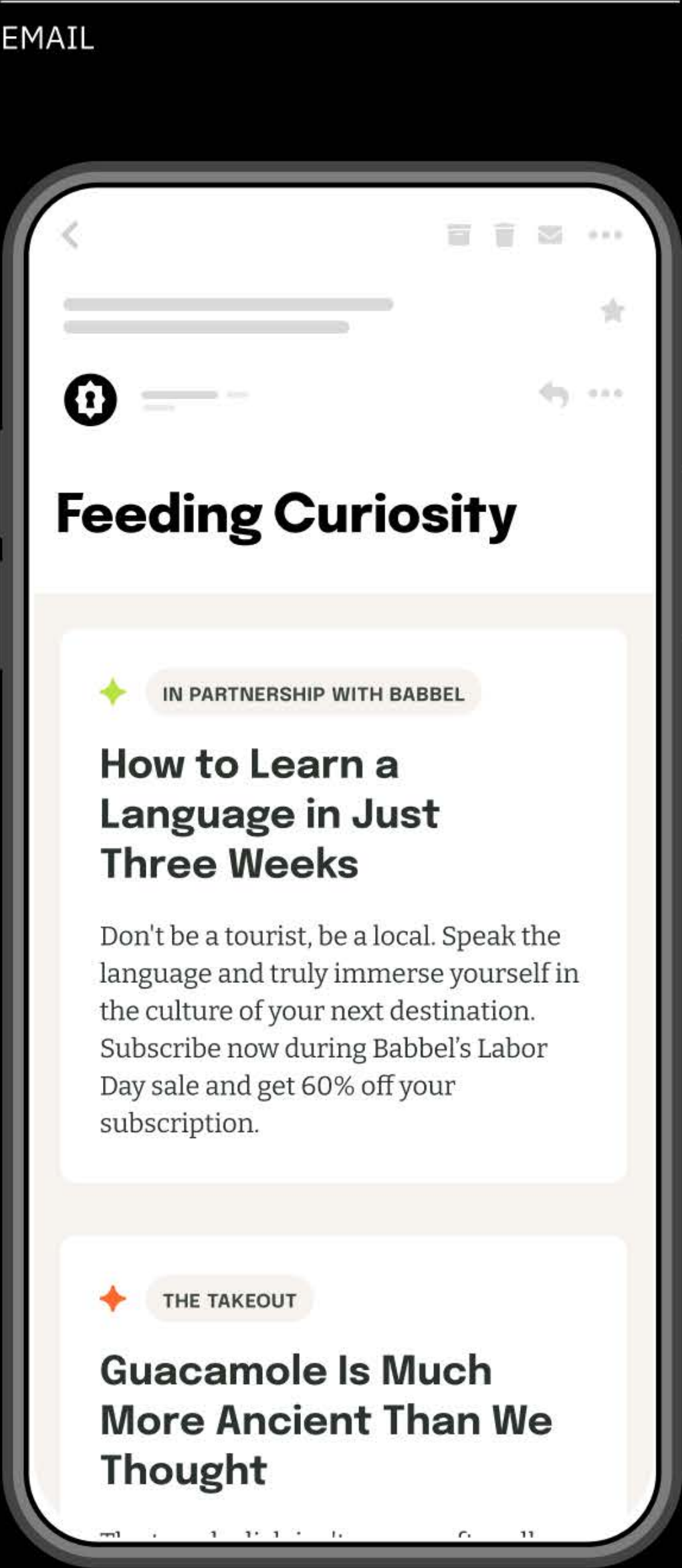
At Recommended Reads, we find standout articles from reputable publishers so you don’t need to search for them. Subscribers receive trending pieces in the inbox every morning. Recommended Reads cuts through the clutter to deliver the best stories everyone is reading right to you.



Feeding Curiosity

There's Always More to Know

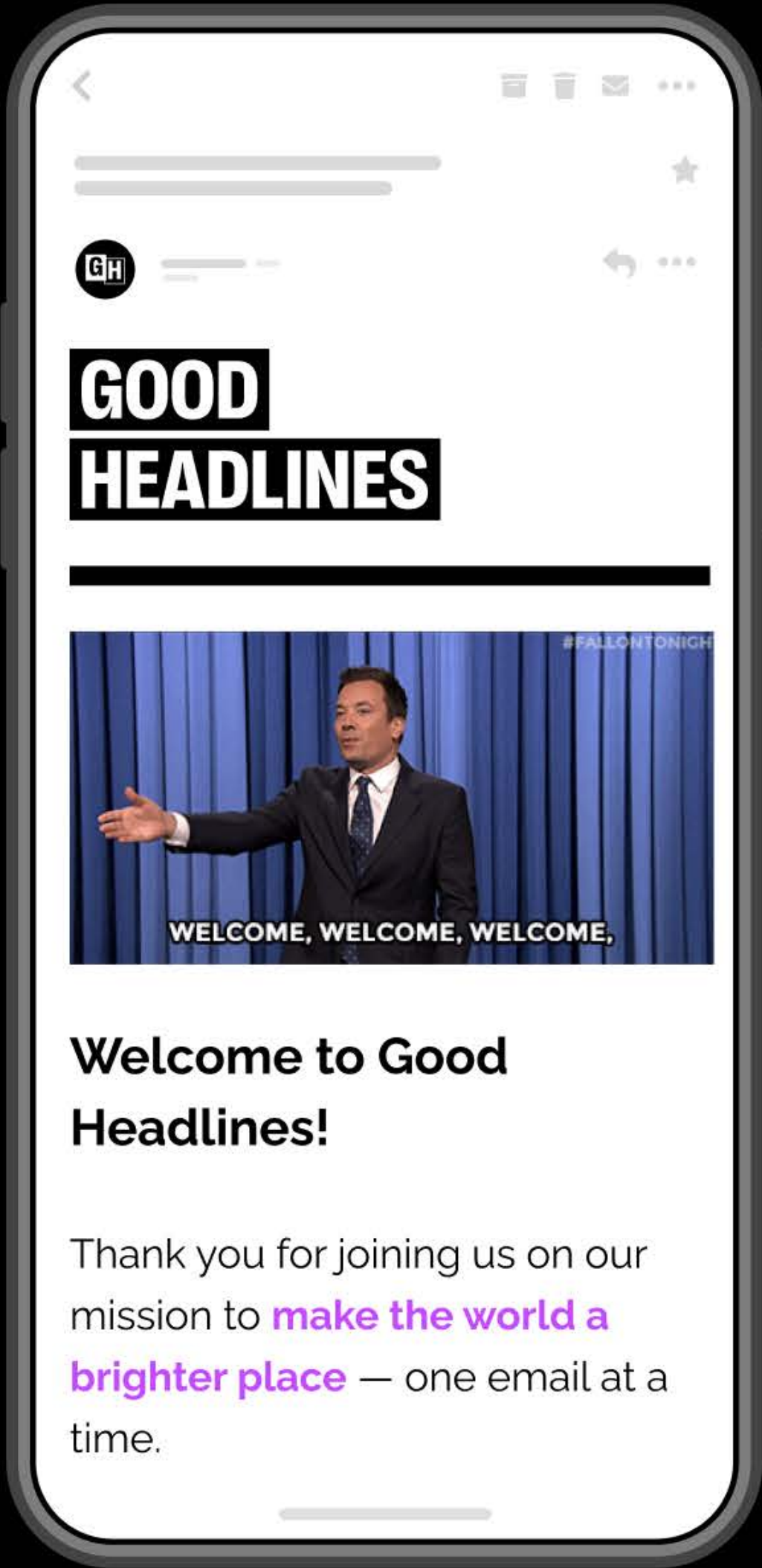
Some of us have an insatiable appetite for knowledge. That's why we created Feeding Curiosity. We wanted a newsletter for people just like us, those who want to know everything about everything. Feeding Curiosity is a daily newsletter filled with only the most interesting content.



GOOD HEADLINES

Making Your Inbox Brighter

Good Headlines delivers a collection of positive and uplifting news stories straight to the inbox. Curated by our team of editors, each newsletter helps readers start the day with the news that actually makes them feel good.



Opportunities

01
Native Newsletter
Integration

02
Dedicated Email

03
Co-Branded
Articles

04
Display Media

01

Native Newsletter Integration

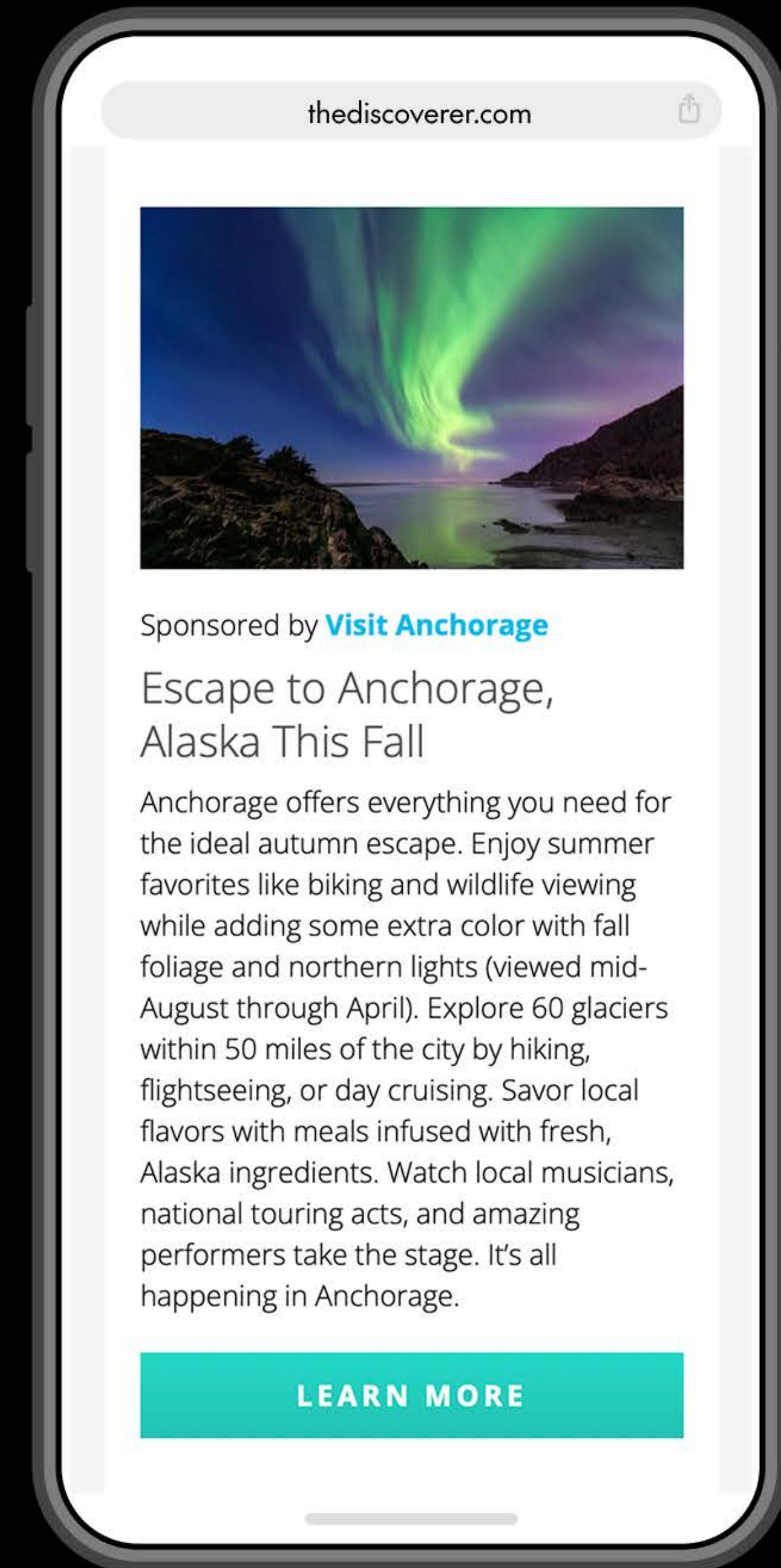
Organically integrate brand messaging into Daily Editorial Newsletters. Engage with readers while they are enjoying their daily roundup of inspiration.

- 1 Includes a high impact image and advertorial/
custom content reviewed by Inbox Studio
Editorial team (600 characters)
- 2 Brand Integration positioned within Editorial
Content
- 3 Call-to-action to drive subscribers to a desired
experience

1

2

3



02

Dedicated Email

Collaborate with Inbox Studio Editorial teams to create an exclusive, dedicated email experience. Qualifying partners have the opportunity to message readers on a limited basis.

Branded content will be exclusive (no other organic content presence), and will live within publisher newsletter environment.

- 1 Image to draw attention to brand or product
- 2 Custom email written about brand or product in the brand's voice (1000 characters) by Inbox Studio
- 3 Call-to-action to drive to a clearly verified brand environment

1

The Discoverer

Sponsored by  VISIT anchorage ALASKA



2

Discover Alaska's Wild Spaces in Anchorage

Alaska invites adventure of all kinds: Whether you're seeking an adrenaline rush, a serene outdoor oasis, rich northern cultures, or iconic wildlife encounters, the Great Land teems with opportunities to experience wide-open spaces and an unforgettable way of life. But how do you fit it all into one trip? Anchorage makes it easy.

With Alaska's largest city as a base camp, premier adventures await in every direction. Be awed by ancient, dazzling glaciers. Hike mountain trails under the midnight sun. Chase the northern lights from viewpoints across the city – then relax, reset, and recharge with Anchorage's outsized assortment of top restaurants, cozy accommodations, vibrant arts and cultures, and a buzzing variety of local entertainment. Planning the perfect Alaska getaway is easier than you might think: Follow this guide to get started.

3

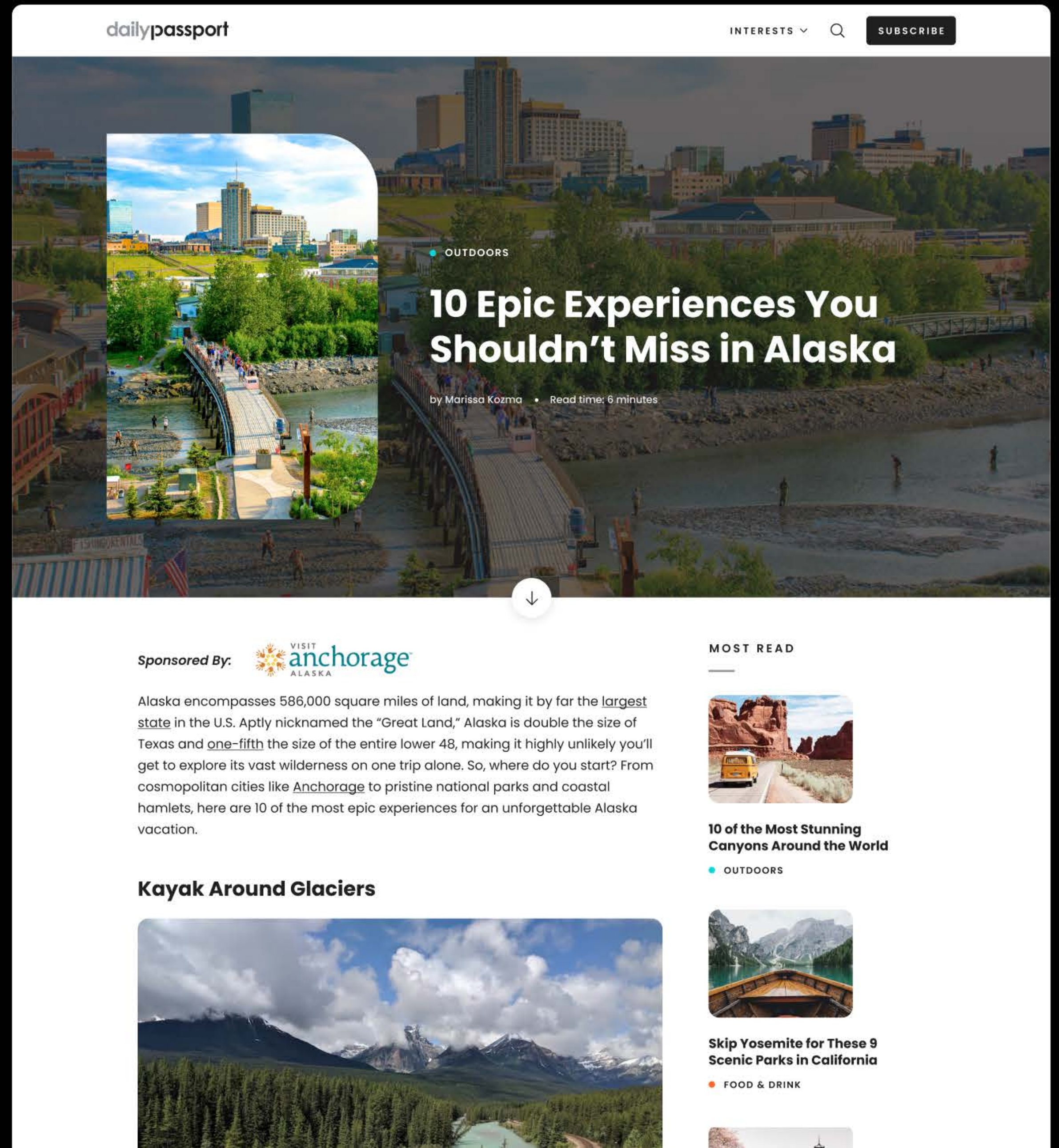
[LEARN MORE](#)

03

Co-Branded Articles

Reach Inbox Studio's highly engaged audiences with a piece of Co-Branded Content, which offers maximum visibility and a natural integration into the Inbox Studio brand of choice. Co-Branded Content is produced by Inbox Studio's editorial team to align with your brand. This package includes:

- 1 A "Sponsored By" logo placement at the top of one article
- 2 An "About the Sponsor" message at the bottom of the same article, allowing for 1-2 sentences about the partner and a link to the partner's landing page
- 3 Mentions of your brand within custom, aligned content



04

Display Media

Mobile

- 300x250
- 320x50

Desktop

- 728x90
- 300x250
- 160x600
- 300x600

High Impact

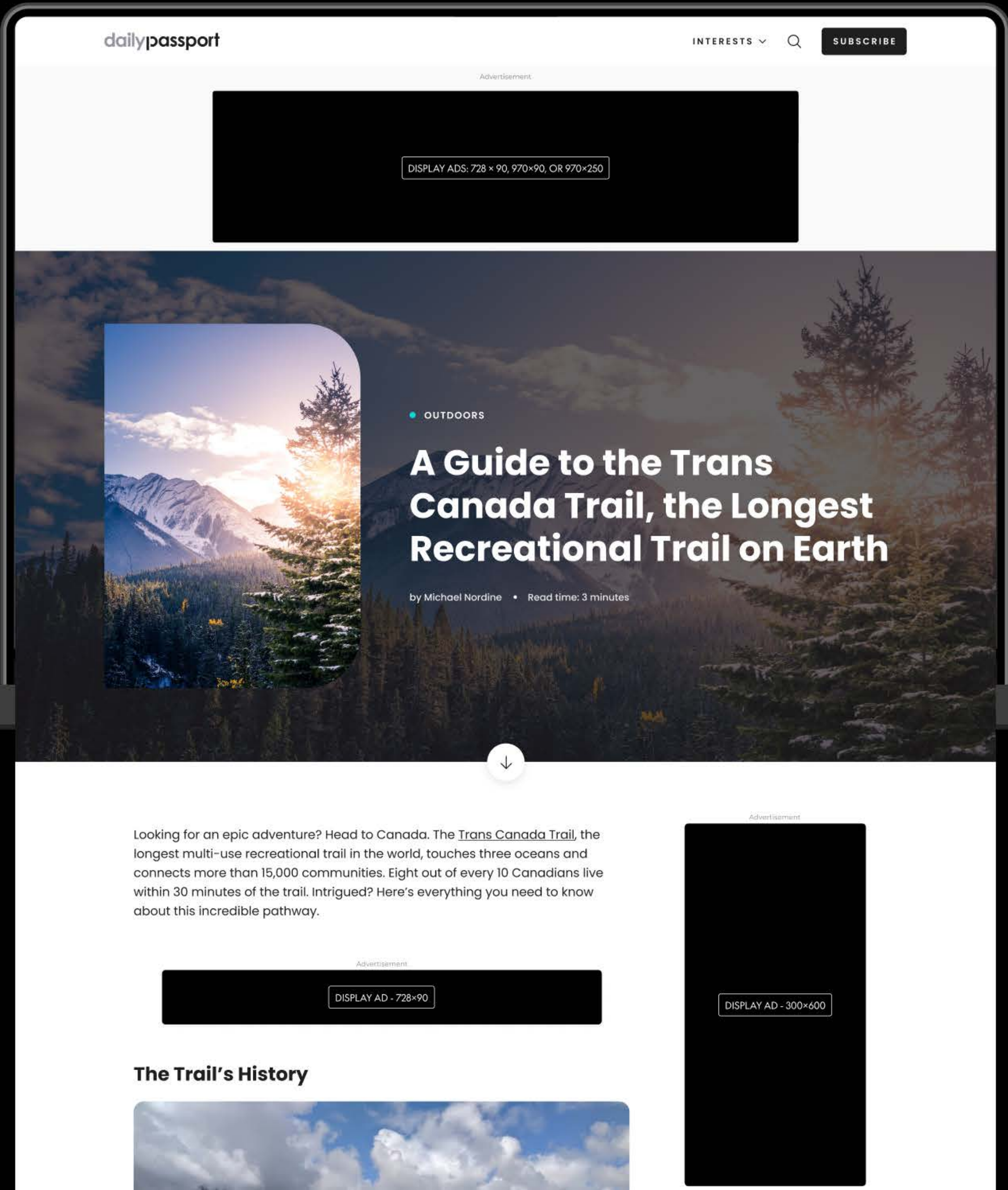
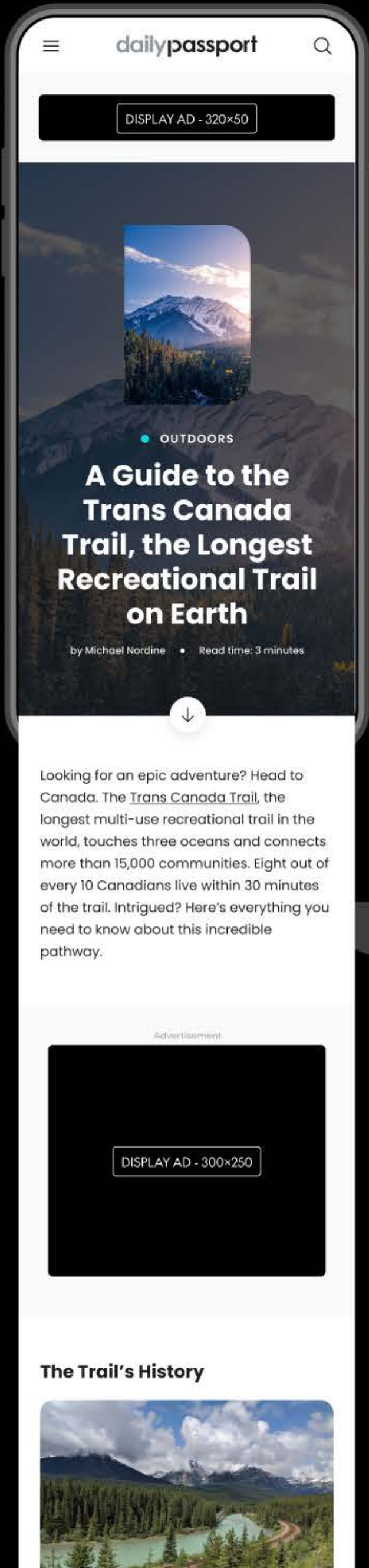
- 970x250
- 970x90
- 728x250

60% | 40%

Mobile | Desktop

80%

Average Viewability



04

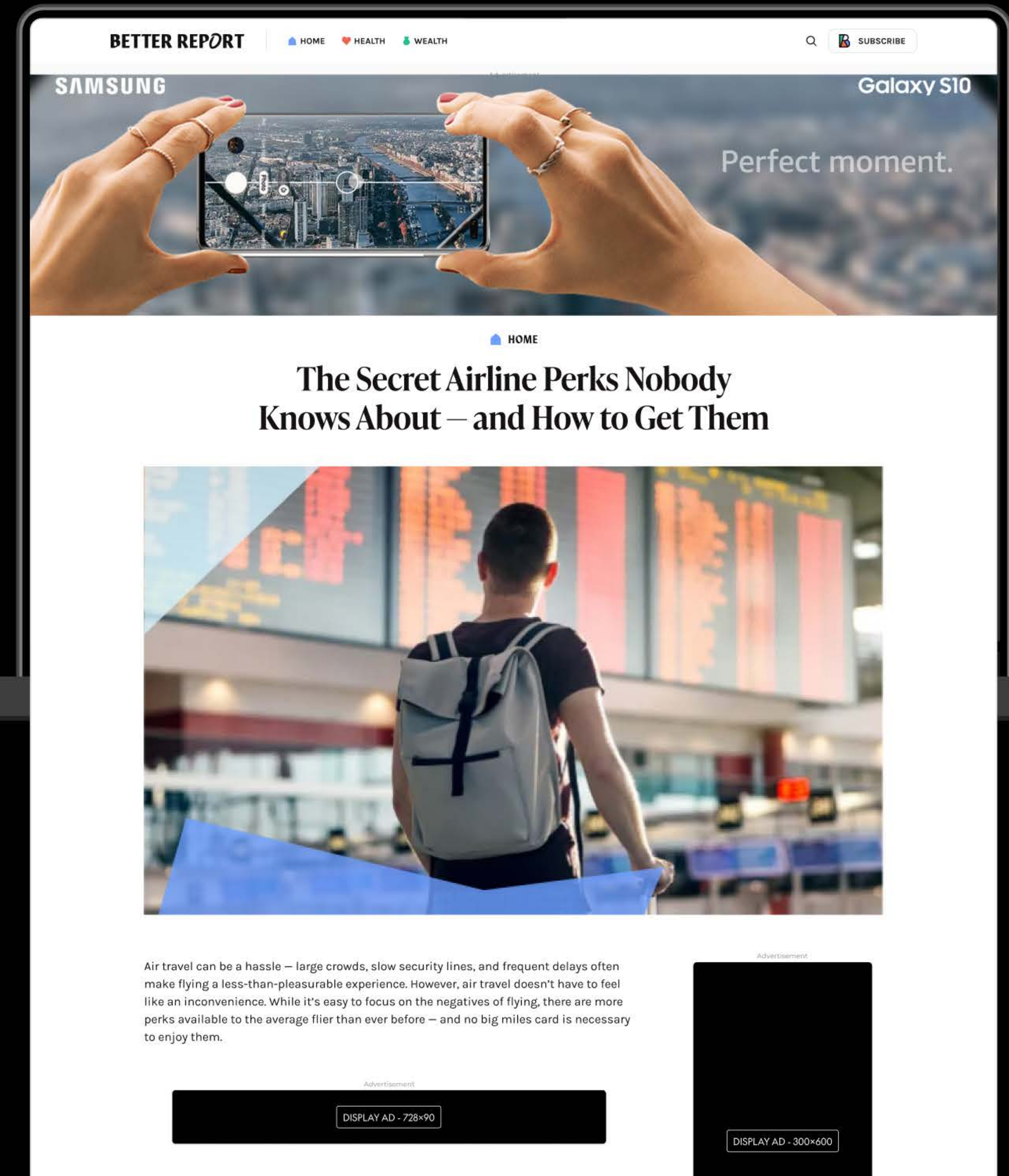
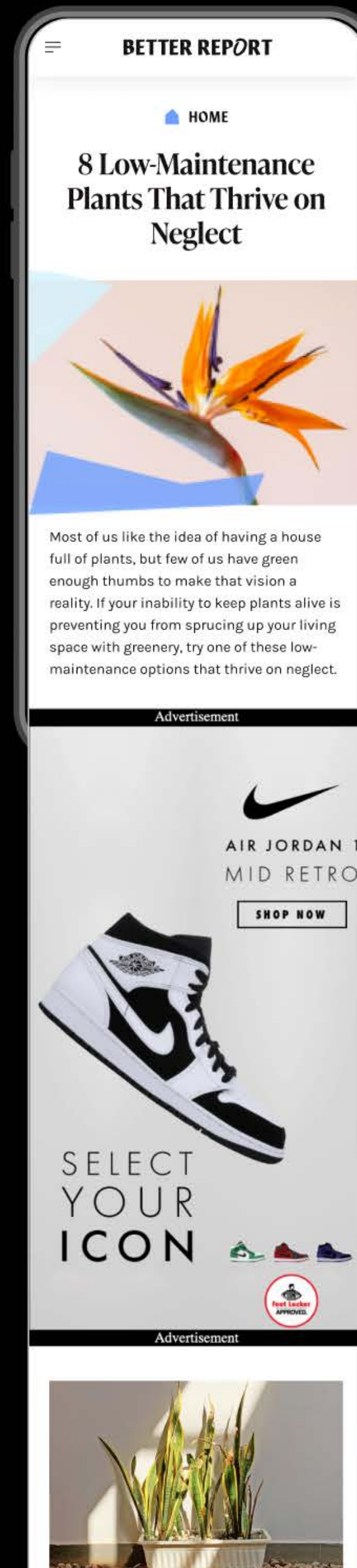
Video + Custom High Impact

Video

Inbox Studio has premium instream video inventory on a large portion of the network, desktop and mobile.

Custom High Impact

Inbox Studio can support first to market highly engaging creative formats on desktop and mobile.



Testimonials

Inbox Studio placements perform at **the high end of all publishers** we place our clients in.



ADAM YOURIST
Vice President of Client Services
Media Intercept

Inbox Studio has always been easy to work with and have a **solid understanding of metrics** and performance.



IAN CAMPBELL
Media Manager
ITC Digital Media

We see **some of the highest open and click rates** from Inbox Studio compared to other acquisition channels.



ERIKA BURGHARDT
Head of Growth
1440

Last June, we sent about \$3,500 to Inbox Studio; 12 months later, we'll be sending over ~\$56,000. **Numbers don't lie!**



BURAK ESEN
Director of Business Development
Beyond Direct

Our syndicated deals can receive **40,000 clicks per month!**



BIANCA ZUGARO
Client Service Manager
Shermans Travel Media

Contact

Inbox Studio is a full-service owned and operated collection of publications offering direct media buys and custom content opportunities. Preferred Deals or Programmatic Guaranteed. All inventory is premium, brand safe, and fully transparent.

NATALIE POTTER
Director of Client Partnerships
Inbox Studio

npotter@InboxStudio.com

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