

**UNWIND
MEDIA**

Advertising Opportunities



61M+ Annual Users



4+ Hours Monthly
Engagement

8x Monthly
Repeat Visits

Built for Attention. Proven to perform.

Unwind Media is a brand safe casual gaming platform built around high frequency gameplay and premium attention.

Gameplay that Drives Focus

In partnership with **UCLA's CRESST**, research shows solitaire gameplay increases focus — creating a more attentive environment for brands.

Record-Setting Scale & Loyalty

Unwind Media is a **Guinness World Record** holder — reflecting the size and repeat engagement of our audience.

AS SEEN IN

The New York Times

adexchanger

Nasdaq

Forbes

QUARTZ

BUSINESS INSIDER

USA TODAY



Our flagship gaming platform with Solitaire, Spider Solitaire, Freecell, and over 500 other games.



The classic Solitaire experience, with a number of Solitaire games, including Solitaire, Spider & 40 Thieves.



Audience Breakdown

11M+

Games played daily

61M

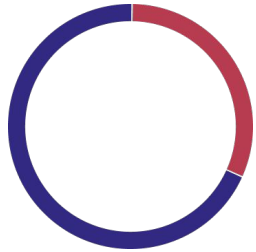
Annual users

73%

of users identify as the household decision maker

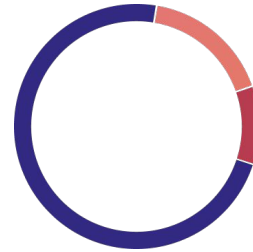
76%

of users prefer brands that sponsor their gaming experience



Gender Breakdown

- 61% Female
- 39% Male



Age Breakdown

- 69% of our audience is +60 y.o.
- 17% of our audience is +21 y.o.
- 14% of our audience is +45 y.o.

Audience affinity & engagement

ADVERTISING CATEGORY	UNWIND MEDIA
Automotive	+30%
Pets	+20%
Pharma	+65%
Sports	+30%
Cooking	+33%
Shopping	+64%
Alcohol	+69%
Political (Registered Voters)	+77%
Travel	+29%

Our Audience Loves Us!



Loyalty

Users return over 8x a month to play games on our platform.



Engagement

Our average user session is 4x the time spent on news publishers like NYT/WaPo.



Brand

100% of our audience comes from direct traffic or organic/branded search.



Most People Playing
Solitaire Online
in 24 Hours
September 25, 2024

Unwind Media holds a **GUINNESS WORLD RECORDS™** Title for Most People Playing Solitaire Online in 24 Hours

Why Partner with Unwind Media?



Deep Engagement

Users return over 8x a month to play games on our platform.



Brand Safety

Our average user session is 4x the time spent on news publishers like NYT/WaPo.



Ad Impact

100% of our audience comes from direct traffic or organic/branded search.



Audience Targeting

Leaderboards, Ranking and Multiplayer define our community.

We offer exclusive sponsorship of our most popular game type, “The Game of the Day”, around tentpole events like Mother’s Day, Halloween, Super Bowl etc.

An ad experience designed for **Impact**



At +90% average viewability, our programmatic inventory is top 10% amongst publishers.



Our ad experience outperforms Adelaide's attention benchmarks by up to 34% and can be guaranteed for your campaign.



24 minute user sessions with a low ad to content ratio maximizes the impact of your brands message.

An ad experience aligned with **Quality**



Unwind Media has been a Jounce Media bellwether publisher for open market supply quality since 2023.



Environment: Our inventory has an 'A' rating from ad quality firm Deep See.

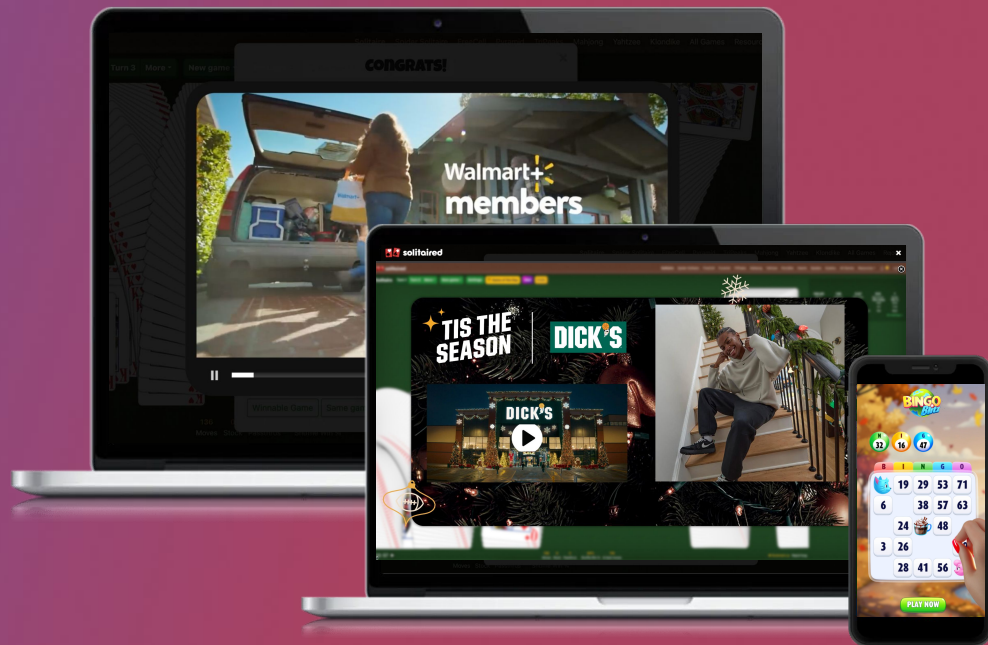


Real Users: Our inventory has a +99.5% valid traffic score from HUMAN.

UNWIND MEDIA

HIGH IMPACT AD EXPERIENCES

Capture your MOMENT.



In-Game Display

✓ 90%+ viewability on desktop and mweb


🕒 No more than 2 ads appear at anytime on desktop, mweb has 1

📣 Our exclusive "no ads if idle" feature ensures your impressions are only reaching engaged players


⚡ +13% vs. Adelaide's publisher attention benchmark



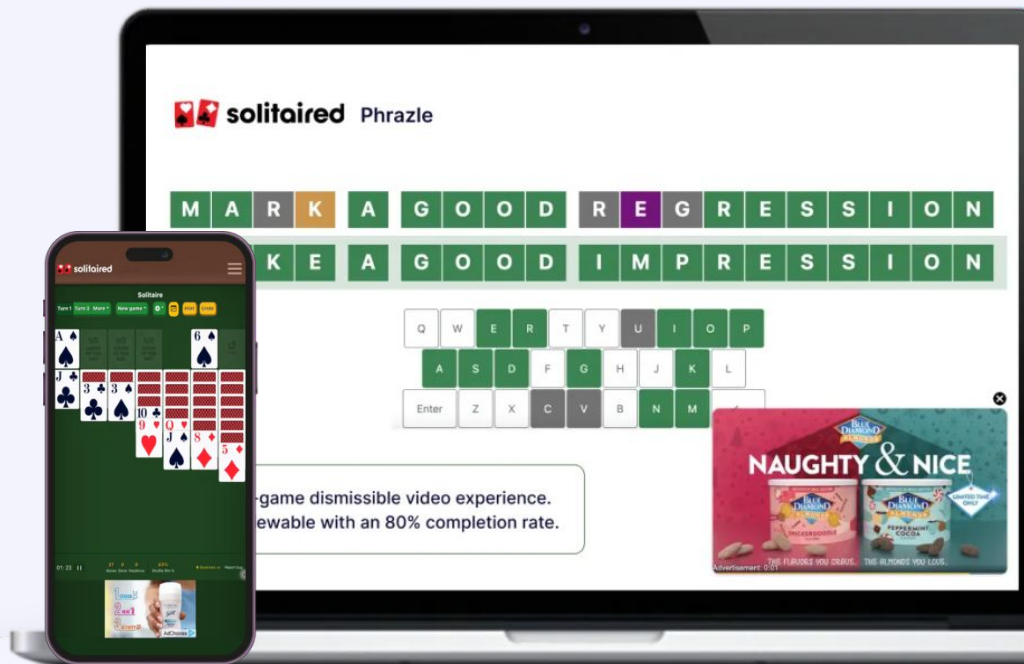
In-Game Video

 90%+ viewability

 80%+ completion rate (VTR)

 Our exclusive "no ads if idle" feature ensures your impressions are only reaching engaged players

 +48% vs. Adelaide's publisher attention benchmark



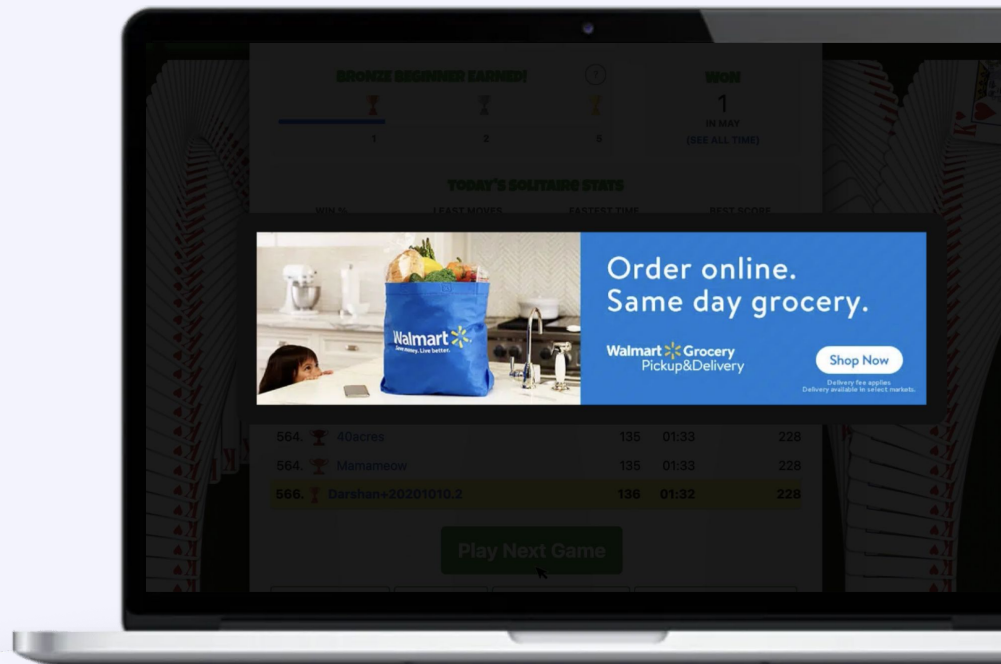
High-Impact Moments: Display

🎯 Full-screen display units that appear during natural pauses in gameplay


🕒 +2% click-through rate


📣 100% share of voice


🛡️ +33% vs. Adelaide's publisher attention benchmark




High-Impact Moments: Video

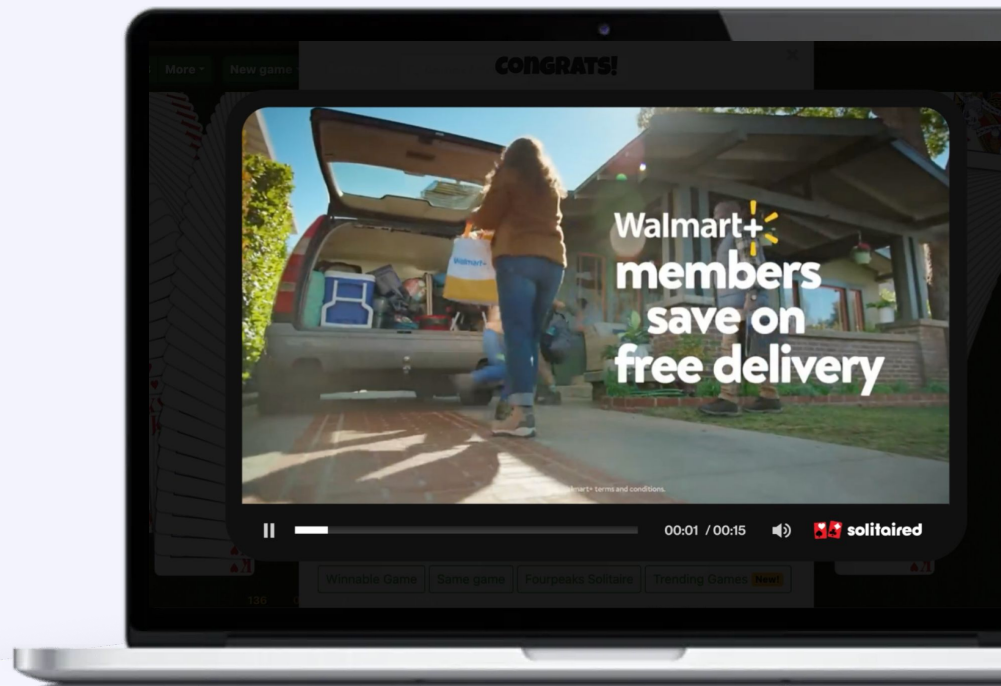
 Full-screen video that appears during natural pauses in gameplay

 Audio enabled (available)

 Skippable or non-skippable

 100% share of voice

 +45% vs. Adelaide's publisher attention benchmark



We'd love to chat

Get in touch!

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