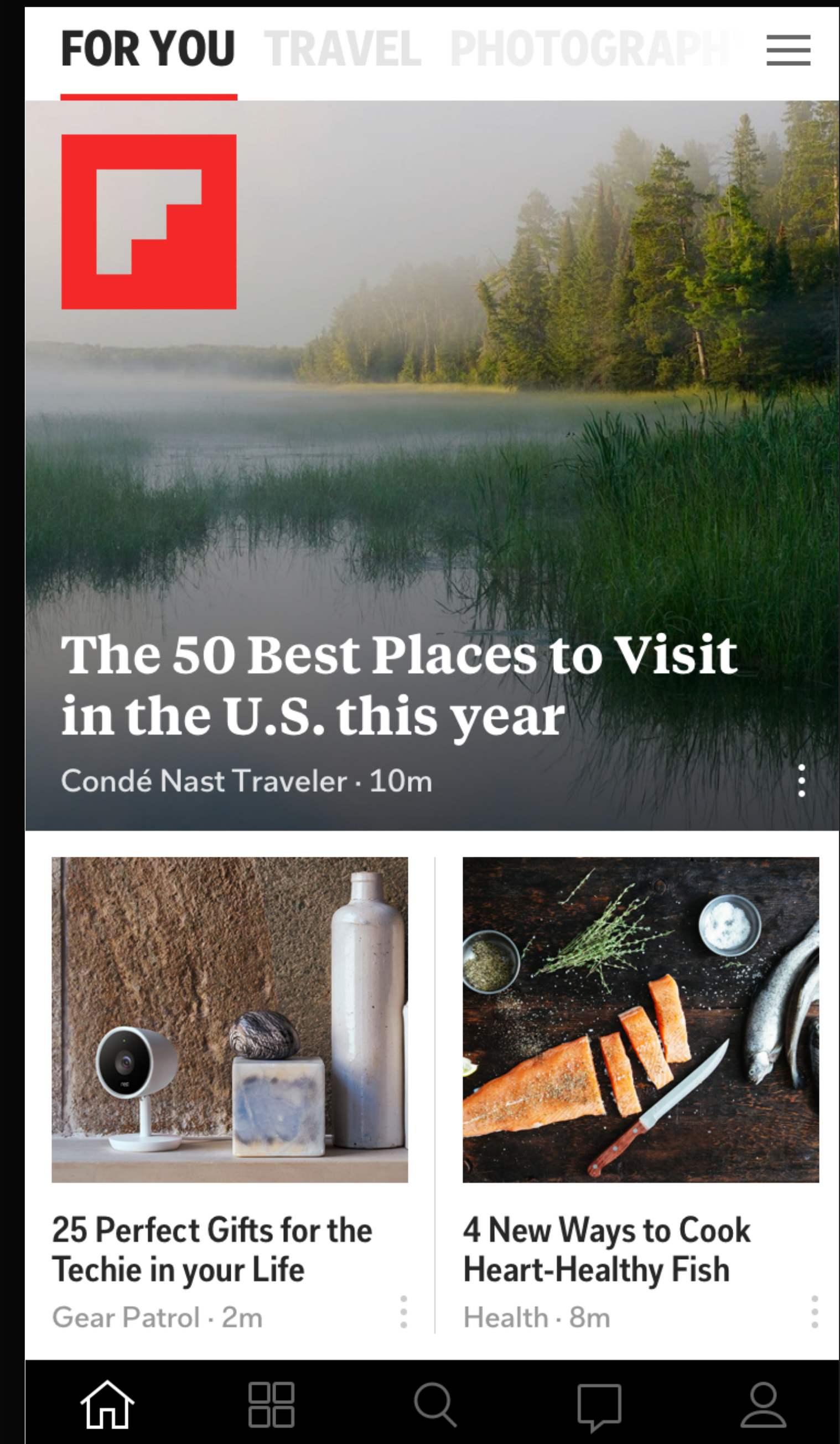


FLIPBOARD

A content discovery platform designed to inform and inspire your work, life & play.

Our innovative platform allows users to read, watch and listen to the world's best storytellers on the topics that matter most to you.



QUALITY MATTERS

Flipboard presents relevant stories from thousands of world-class publishers within a gorgeous user interface.

Strategy

Flipboard has a team of editorial experts and editors. They work around the clock all over the world to maintain the highest journalistic standards and quality of content.

Always Safe

By pairing the world's leading media companies — verified, hand-selected, vetted for quality — Flipboard ensures a premium, safe environment.

Uncluttered Mindset

Within a chaotic media landscape, our attention to detail, carefully curated content and immaculate user interface create an experience that cultivates the clearest, uncluttered and most receptive mindset for our users.



CUSTOMERS FOR EVERY BRAND

145MM+

Global

32% Asia
24% Europe
17% N. America
14% S. America
9% Middle East
3% Africa
1% Oceania

Gender

62% Male
38% Female

Age

30% 16-24
33% 25-34
37% 35+

Household Income

159 Index Top 25%
179 Index Top 10%

Attributes

1.7X More likely to learn about products and services from mobile ads
95% Primary shopper in households
77% Love to try new products

DELIVERING MEANINGFUL OUTCOMES

Reaching this discerning audience in this particular mindset is a unique opportunity to create brand love.

This Drives Results

On average we perform 100% over industry benchmarks in awareness. But they don't just remember you. They want to be your customers, with an average of 50% over benchmarks in lift in purchase intent.

+40%

Awareness

Over Industry Benchmark

+30%

Purchase Intent

Over Industry Benchmark



DYNAMIC TARGETING

We have sophisticated first-party data for targeting to connect brands with the right people, with the right messages, in the right moments.

Interest Targeting

As an interest-based platform, we connect your brand to audiences through their interests and passions using our proprietary Interest Graph data.

Audience Targeting

Curated audience segments built using demographic and behavioral data from premium third-party sources.

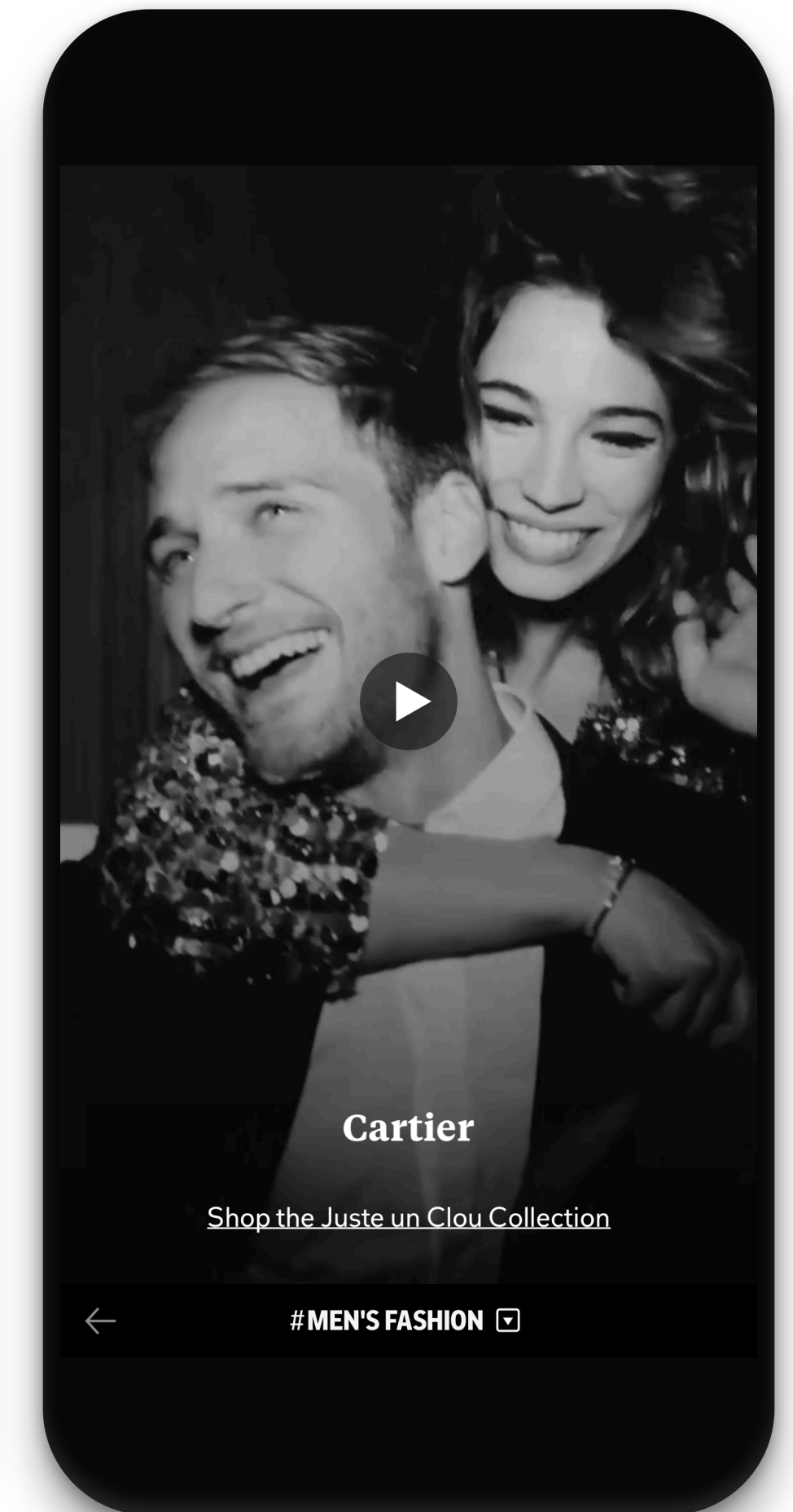
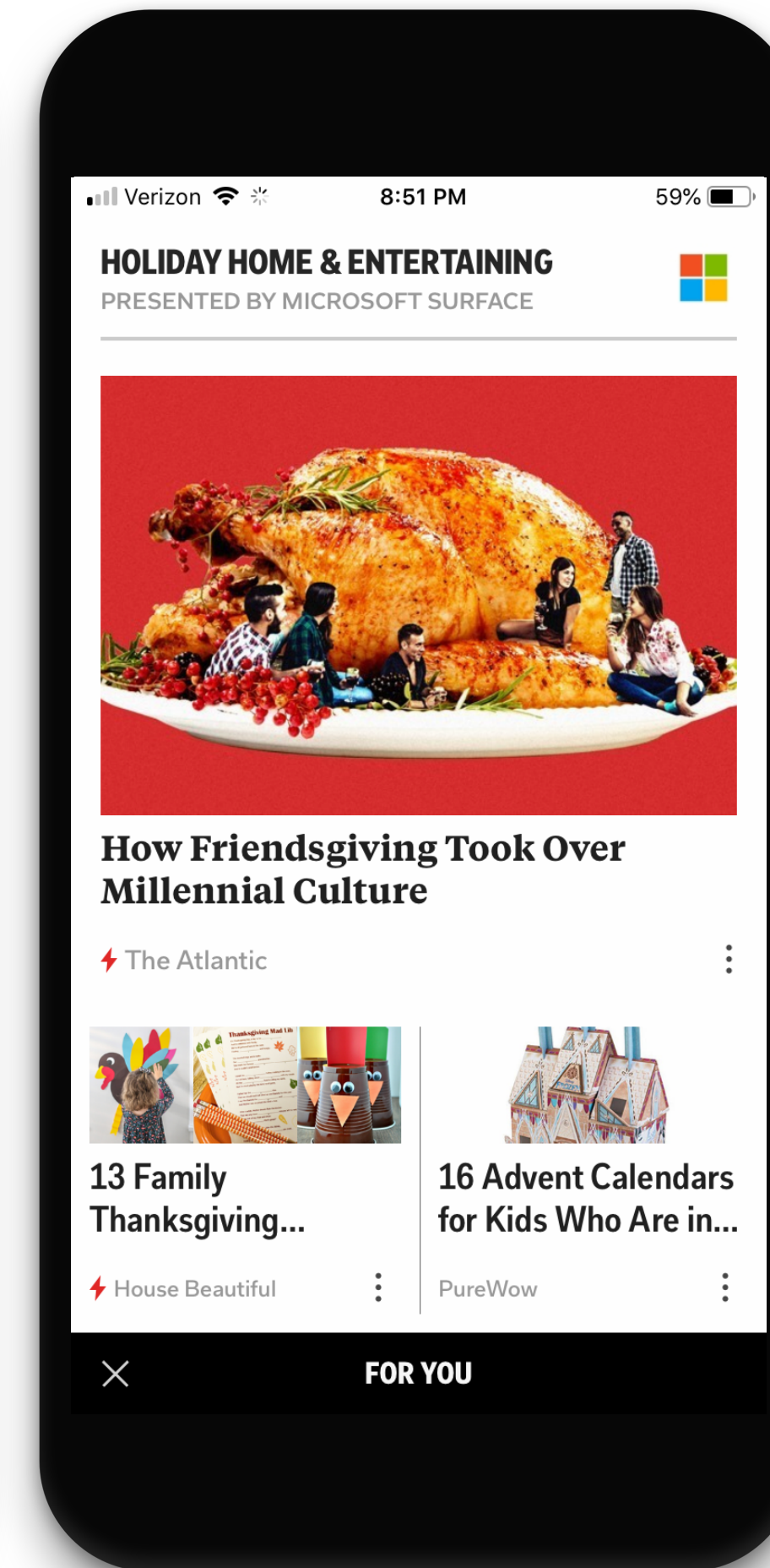


UNPARALLELED AD EXPERIENCE

Whether you are interested in video, brand content or beautiful full screen ads, we present your brand in the most uncluttered, premium environment anywhere online.

Units Featured

Full Screen Ads
Promoted Collection
Cinema Loop

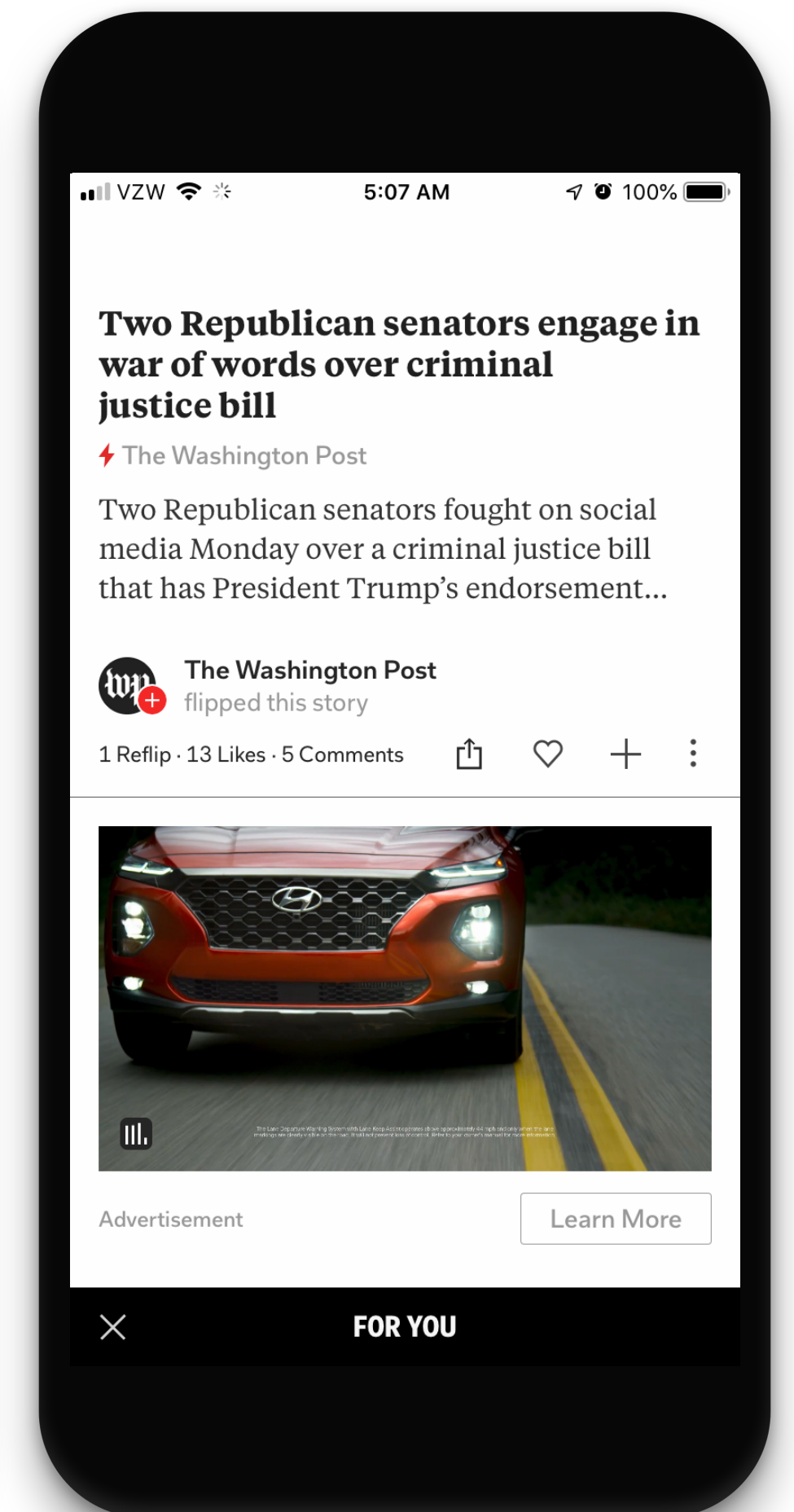
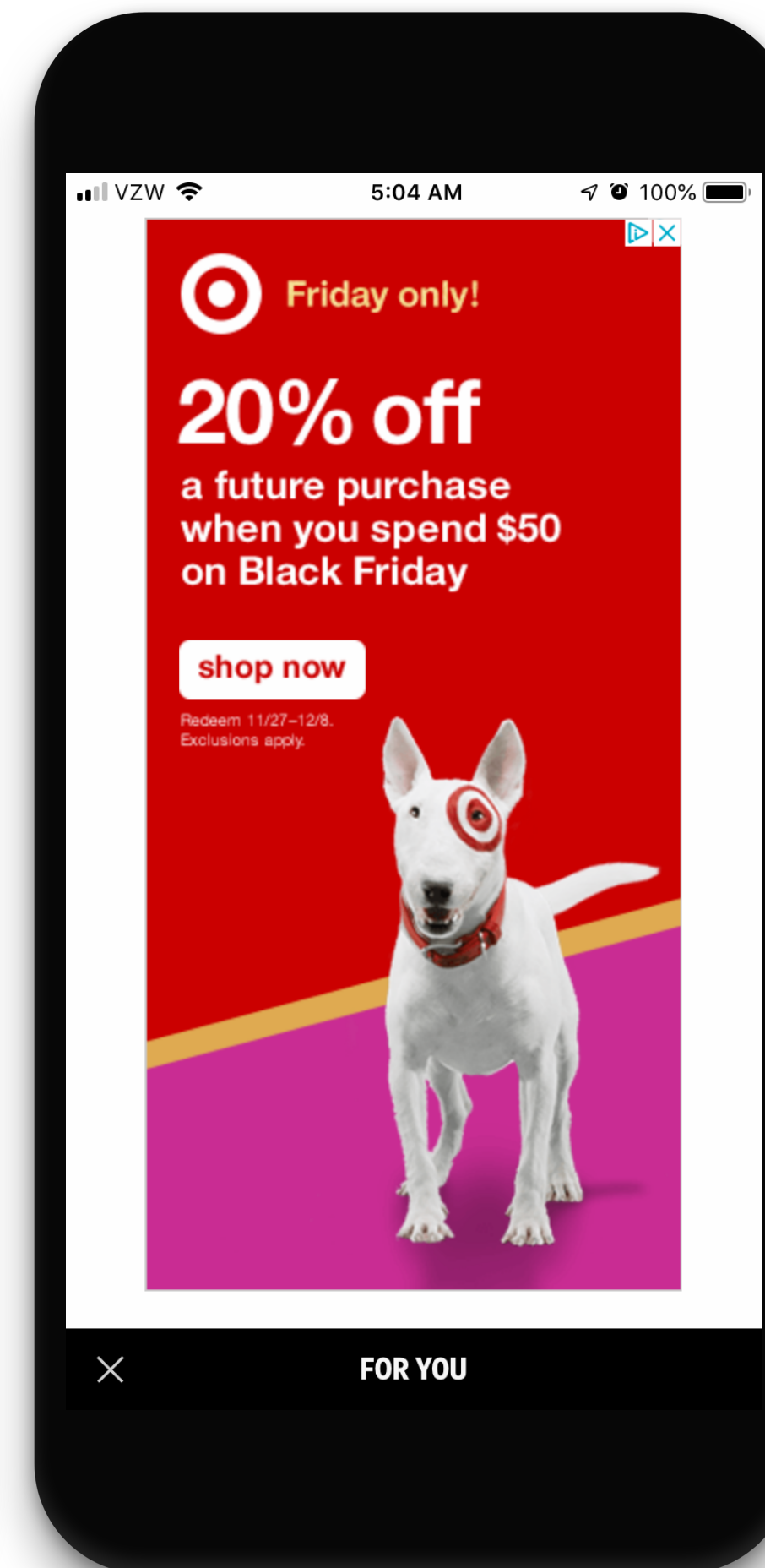
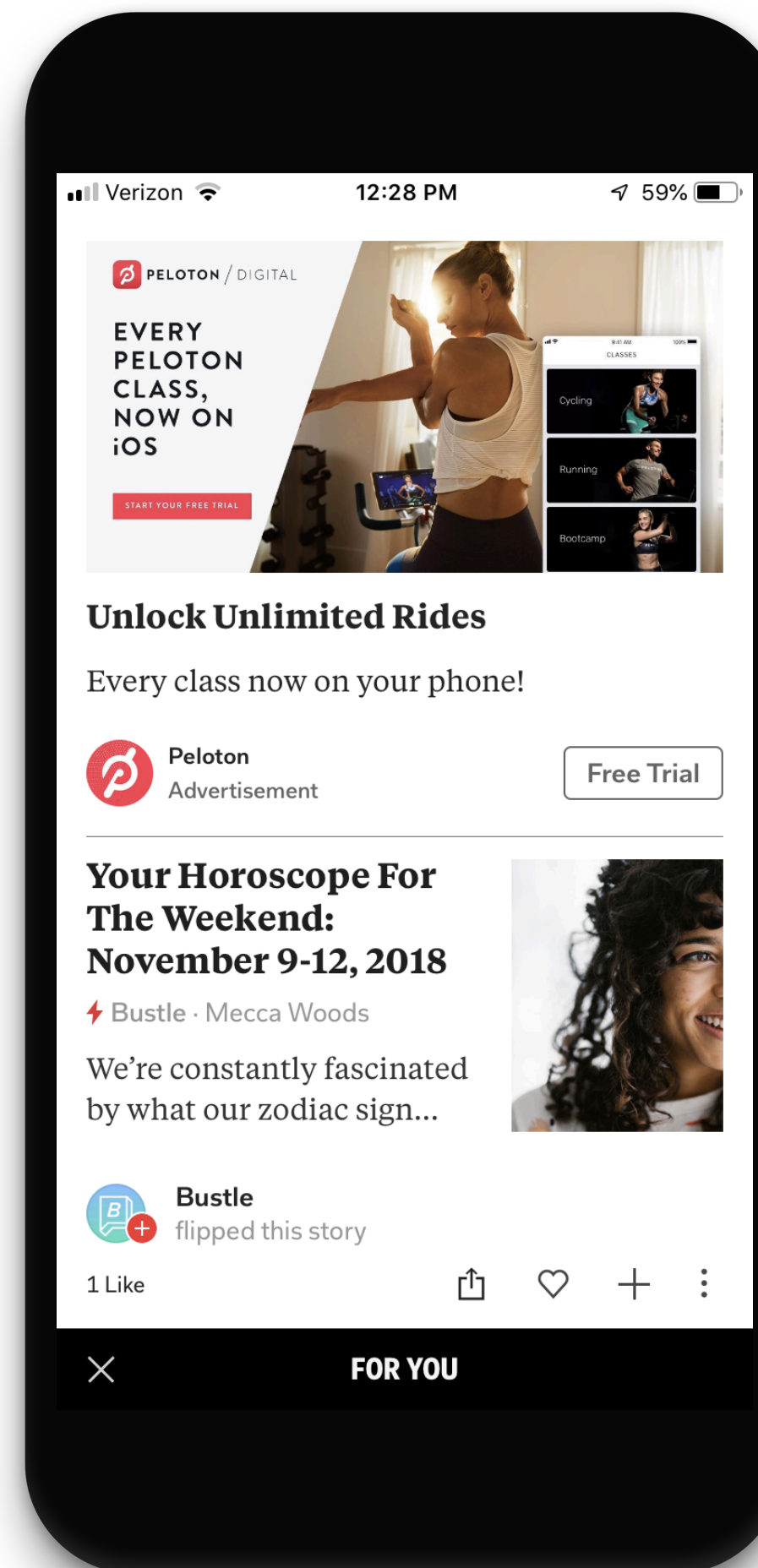


PREMIUM PROGRAMMATIC

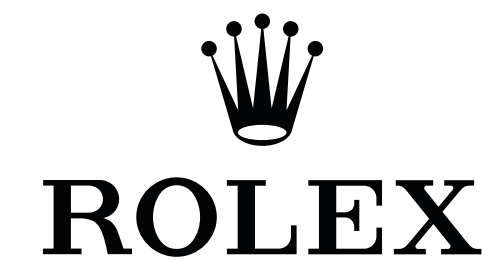
Programmatic within a high-quality, brand-safe environment has never been simpler. Flipboard's PMP solutions are a powerful way to distribute your brand assets and captivate your audience at scale.

Units Featured

Native Ad
Standard Display
In-Feed Video



IN GOOD COMPANY



WHY FLIPBOARD?

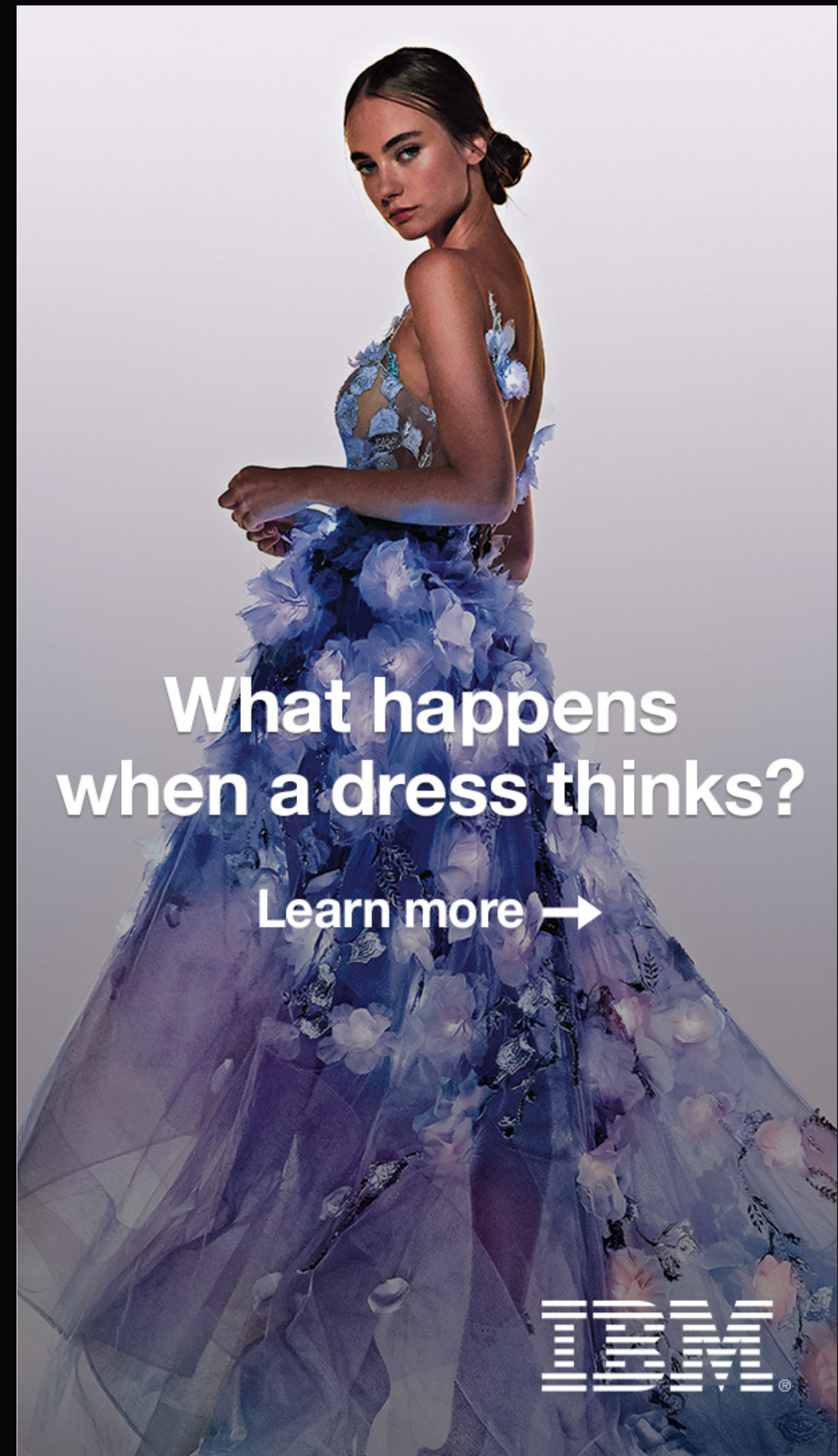
The world's **best content**

In an **unparalleled user experience**

Drawing the **highest quality audience**

In the **most receptive mindset**

With the world's most **desired brands**





THANK YOU

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flipboardforbrands.com