

UNWIND MEDIA

Play. Enjoy. Repeat.

ADVERTISING OPPORTUNITIES

Verified quality. Differentiated supply.

UNWIND
MEDIA

Brand-safe casual gaming with **500+** word and card games, built around high-frequency gameplay and attention.



Bellwether

SINCE 2023

Jounce Media bellwether publisher for quality programmatic supply.



99%+

VALID TRAFFIC

Valid traffic score from HUMAN — verified real players, not bots.



'A' rated

PUBLISHER SUPPLY

Top ad-quality and environment grade from Deep See.



Certified

MINORITY-OWNED BUSINESS

NMSDC-certified Minority Business Enterprise, eligible for supplier-diversity spend.

AS SEEN IN

The New York Times

adexchanger

Nasdaq

Forbes

QUARTZ

BUSINESS
INSIDER

USA TODAY

Audience breakdown

61M

Annual users

11M+

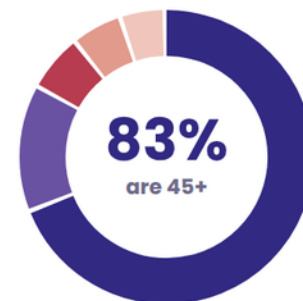
Games played daily

8x

Return visits per month

**Gender breakdown**

- 61% Female
- 39% Male

**Age breakdown**

- 69% are 60+
- 14% are 45–59
- 6% are 35–44
- 6% are 25–34
- 5% are 18–24



12 domains · 500+ brand-safe word and card games · U.S. core, with reach across Europe & Japan

The audience driving \$10.7T in spending

79%

of our audience is 50+

73%

identify as the household
decision maker

Households headed by someone 50 or older drive **more than half of U.S. consumer spending**, and they are the hardest audience to reach at scale on the open web. Ours spend 20+ minutes a day with us, by choice.

ADVERTISING CATEGORY	OVER INDEX VS. U.S. INTERNET POPULATION
Political (registered voters)	+77%
Alcohol	+69%
Pharma	+65%
Shopping	+64%
Cooking	+33%
Automotive	+30%
Sports	+30%
Travel	+29%
Pets	+20%

Category and age indices: TransUnion, over index vs. the U.S. internet population. Spending: AARP Longevity Economy Outlook 2026. Decision maker figure: Unwind survey of our users.

Unmatched attention and engagement

How Unwind compares to typical web environments.

	UNWIND MEDIA	TYPICAL WEB ENVIRONMENTS
Time in Session	20+ minutes	4 minutes
Return Frequency	8x/month	1-2x/month
Viewability	90%+	60%
User Behavior	Active play	Passive scroll
Ad Performance (Moments)	2%+ CTR	<0.5% CTR

Why partner with Unwind Media?



Brand

100%

of our audience arrives via direct traffic or organic / branded search — no sourced or arbitrated traffic.



Brand safety

100%

of our 500+ word and card games are brand safe, held to industry-leading ad quality standards.



Ad impact

90%+

viewability, with never more than two ads on screen at any time.



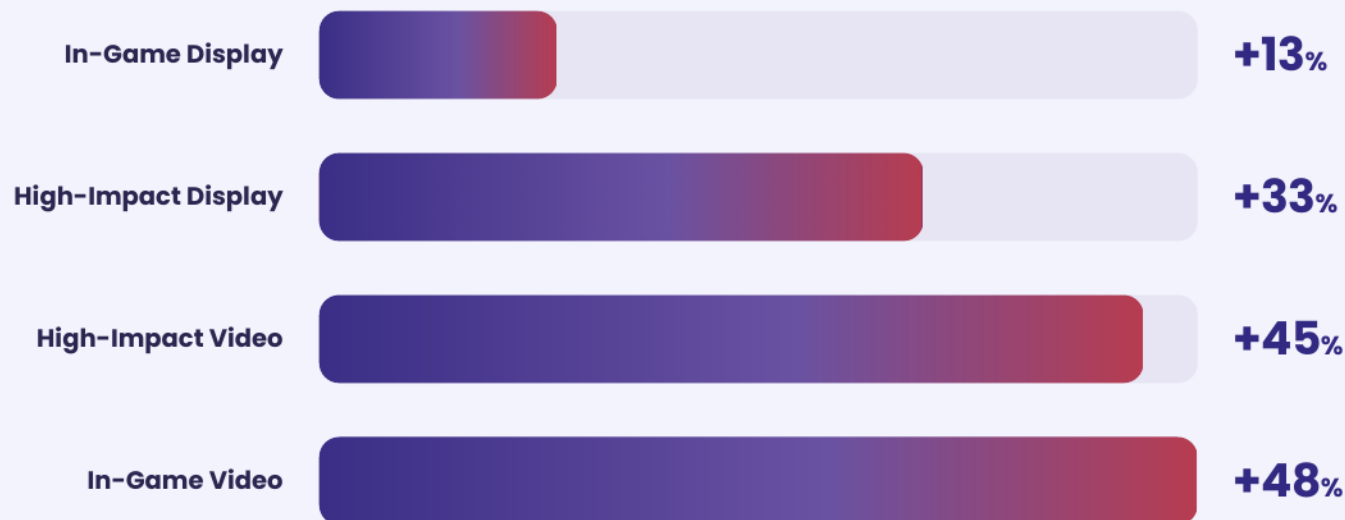
UCLA | CRESST

Through our research partnership with **UCLA's CRESST**, solitaire gameplay is shown to increase focus.



Guinness World Records™ holder: most people playing solitaire online in 24 hours (September 25, 2024).

Our inventory beats Adelaide's attention benchmark in every format



PUBLISHER ATTENTION BENCHMARK

20+ min

Average user sessions

2 max

Ads on screen at any time; one on mobile web

No ads if idle

Impressions only reach engaged players — we stop serving to inactive users



Attention lift measured against Adelaide's publisher attention benchmark (benchmark = 0%). Independent audit completed June 2026.

AD EXPERIENCES

Capture your **moment.**

Built for attention. Proven to perform.

AD EXPERIENCES

High-Impact Moments: Display

Full-screen display in the break between games.

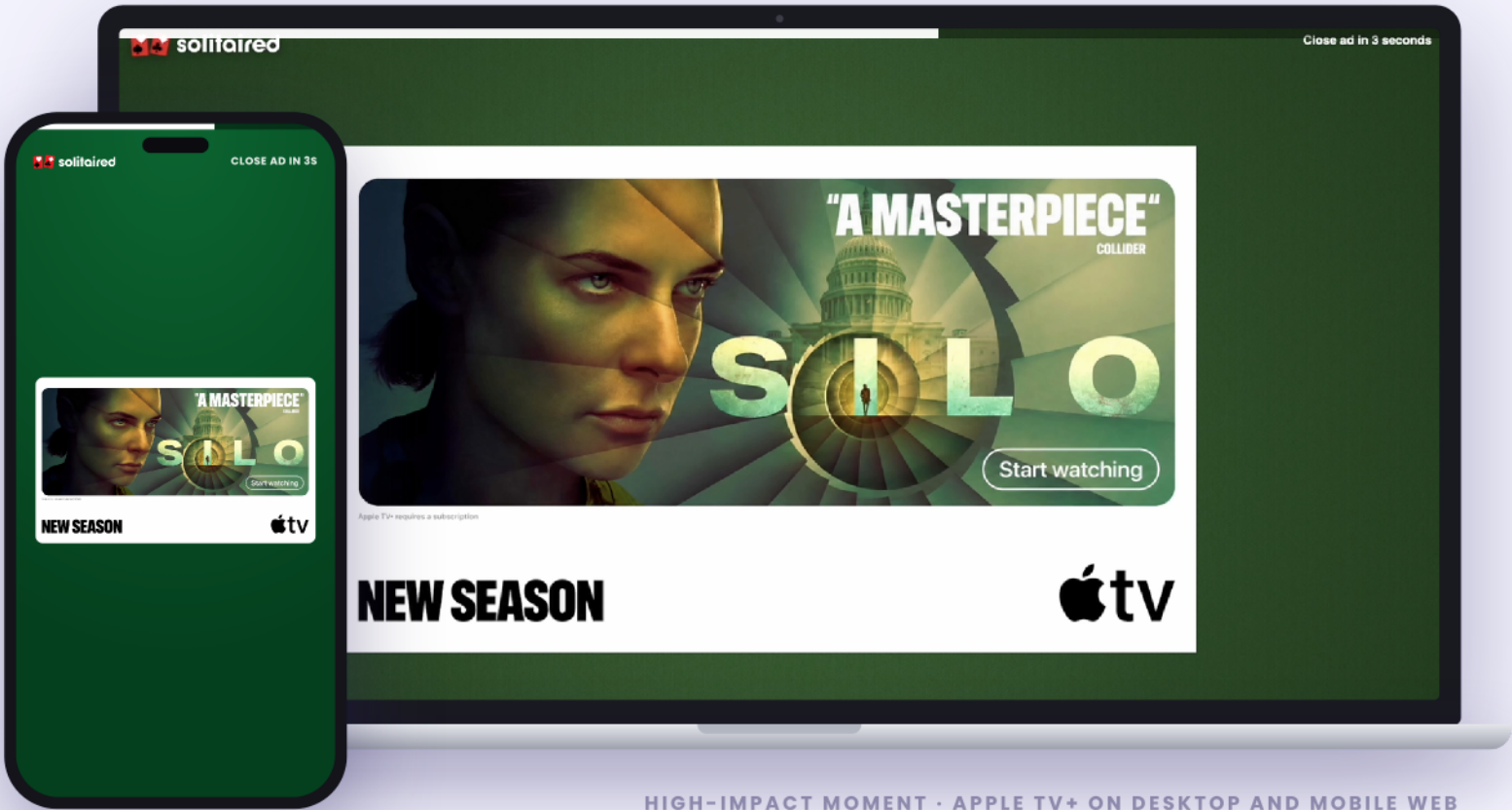
2%+

Click-through rate

+33%

vs. Adelaide's publisher attention benchmark

- ◆ A visible countdown tells the player when the unit becomes dismissible.
- ◆ 100% share of voice — no competing ads on screen.



HIGH-IMPACT MOMENT · APPLE TV+ ON DESKTOP AND MOBILE WEB

AD EXPERIENCES

High-Impact Moments: Video

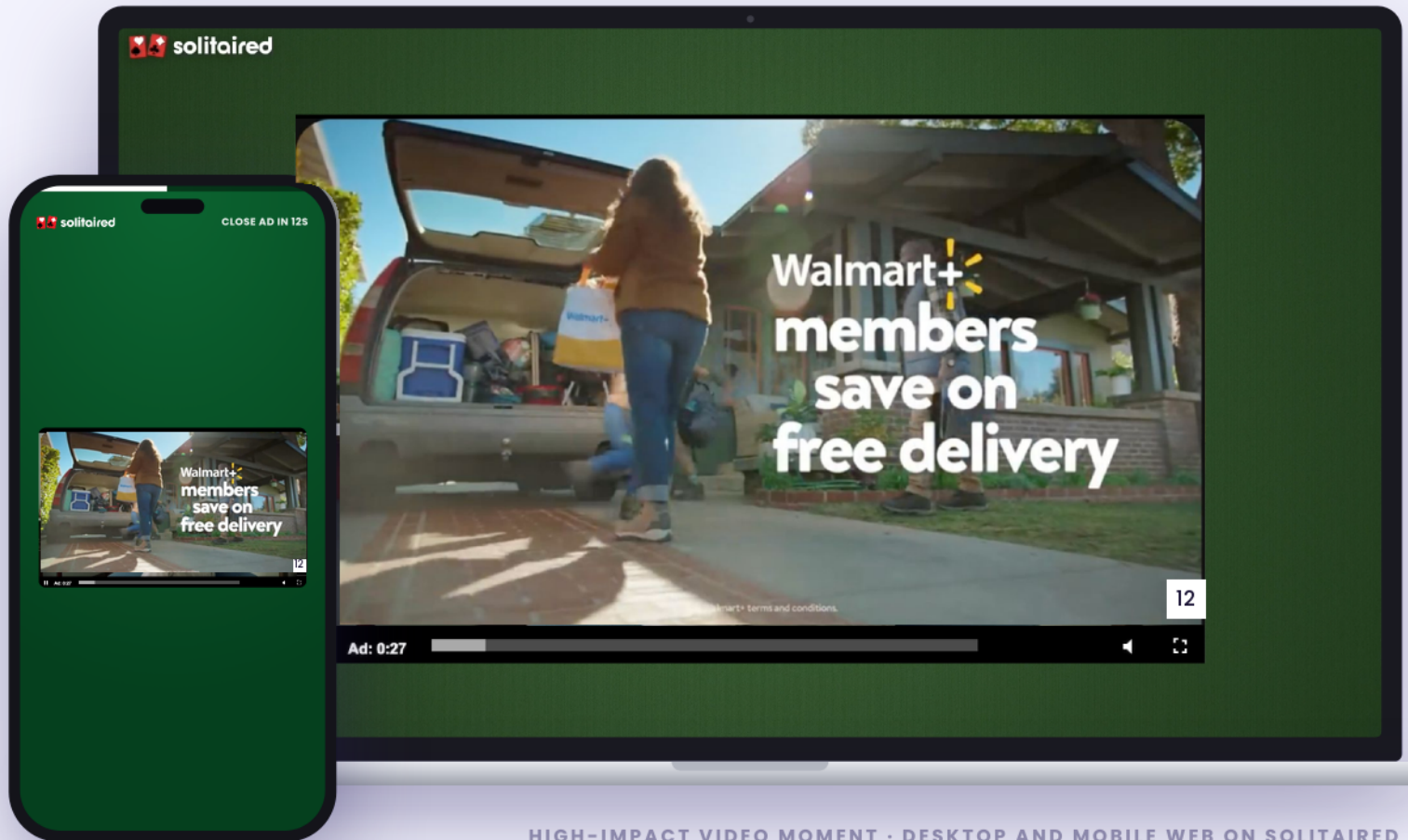
Full-screen video in the break between games, with sound available.

100% +45%

Share of voice

vs. Adelaide's publisher attention benchmark

- ◆ The game is hidden behind the unit — no board or game UI on screen.
- ◆ Audio available; skippable or non-skippable.
- ◆ 90% completion rate on videos under 15 seconds.



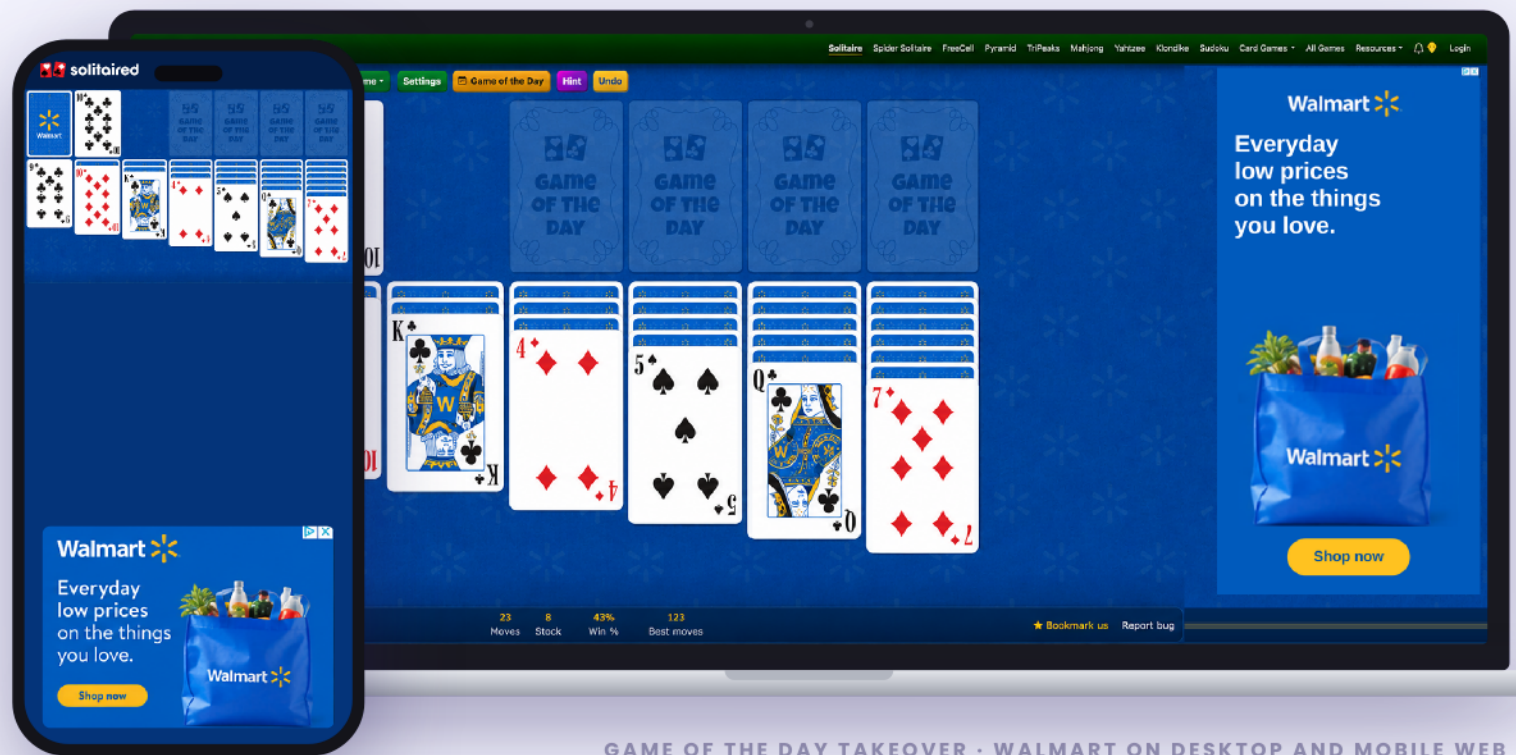
HIGH-IMPACT VIDEO MOMENT · DESKTOP AND MOBILE WEB ON SOLITAIRE

AD EXPERIENCES

Game of the Day Takeover

Own the most-played game on the platform for a full day, brand-matched from the felt to the card backs.

- ◆ Every surface brand-matched — table felt, card backs and Game of the Day tiles.
- ◆ 100% share of voice: no competing advertisers anywhere on the board.
- ◆ **Brand message in-game, action between games** — the takeover carries the message while Moments in the break drive the click.
- ◆ Built for tentpole moments — Mother's Day, Halloween, the Super Bowl.



GAME OF THE DAY TAKEOVER · WALMART ON DESKTOP AND MOBILE WEB

AD EXPERIENCES

In-Game Display

Standard display placements inside the game board, served only while a player is actively engaged.

90%+

Viewability on desktop and mobile web

+13%

vs. Adelaide's publisher attention benchmark

- ◆ Never more than two ads on screen at any time — one on mobile web.
- ◆ Our exclusive “no ads if idle” feature means impressions only reach engaged players.



IN-GAME DISPLAY · DESKTOP AND MOBILE WEB ON SOLITAIRE

AD EXPERIENCES

In-Game Video

Dismissible video that runs inside the game board while play continues around it.

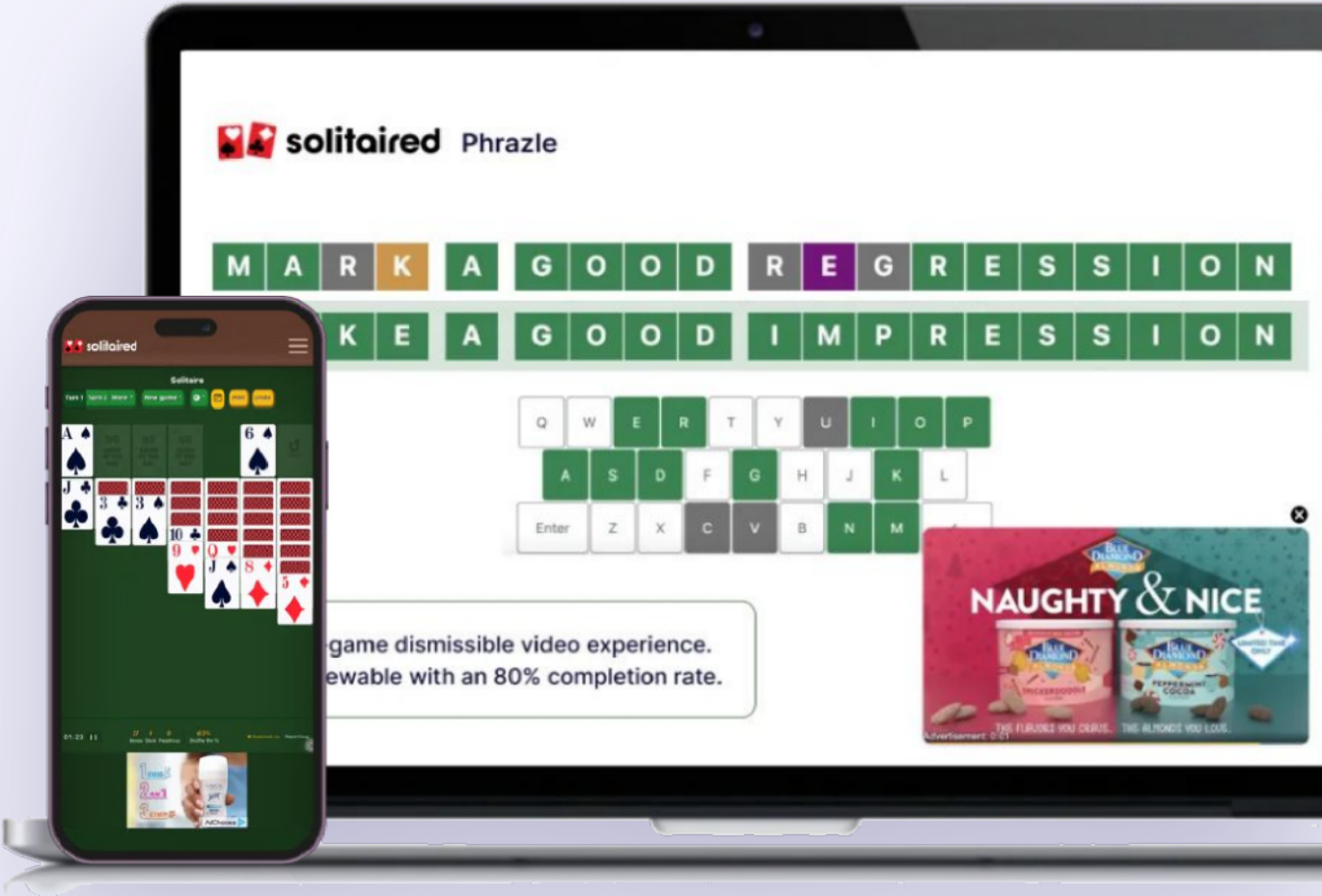
80%+

Video completion rate (VTR)

+48%

vs. Adelaide's publisher attention benchmark

- ◆ 90%+ viewability across desktop and mobile web.
- ◆ Dismissible in-game video experience.
- ◆ Our exclusive "no ads if idle" feature means impressions only reach engaged players.



**UNWIND
MEDIA**

WE'D LOVE TO CHAT

Get in touch.



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