

UNWIND MEDIA

Play. Enjoy. Repeat.

ADVERTISING OPPORTUNITIES

Verified quality. Differentiated supply.

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.



Quality Ad Experience

DEEPSEE RATING

User and advertising experiences rated High Quality across a variety of signals.



Certified

MINORITY-OWNED BUSINESS

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



Guinness World Records™ holder: most people playing solitaire online in 24 hours.



UCLA CRESST research partnership: solitaire gameplay shown to increase focus.

AS SEEN IN

The New York Times

adexchanger

Nasdaq

Forbes

QUARTZ

BUSINESS INSIDER

USA TODAY

Audience breakdown

61M

Annual users

50M

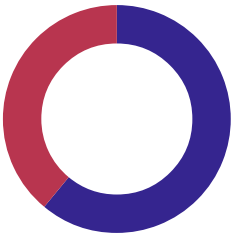
Monthly sessions

11M+

Games played daily

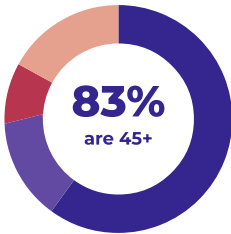
8x

Repeat monthly visits/user



Gender breakdown

- 61% Female
- 39% Male



Age breakdown

- 60% are 65+
- 15% are 55–64
- 8% are 45–54
- 17% are 18–44

2.3x as likely to be 65+ as the average U.S. internet user



solitaired



cribbage-online



Mahjong 4 Friends



Sudoku Bliss

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

Age: TransUnion, vs. the U.S. internet population.

The audience driving \$10.7T in spending

79%

of our audience is 50+

73%

identify as the household decision maker

43%

of Unwind households hold a net worth above \$250K

Households headed by someone 50+ drive **more than half of U.S. consumer spending, per AARP’s Longevity Economy Outlook (2026)**. They have the means: 55% of Unwind households earn \$75K or more, and 43% hold a net worth above \$250K.

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, age, income and net worth data: TransUnion, vs. the U.S. internet population. Spending: AARP Longevity Economy Outlook 2026. Decision-maker figure: Unwind survey of our users.

Unmatched attention and engagement

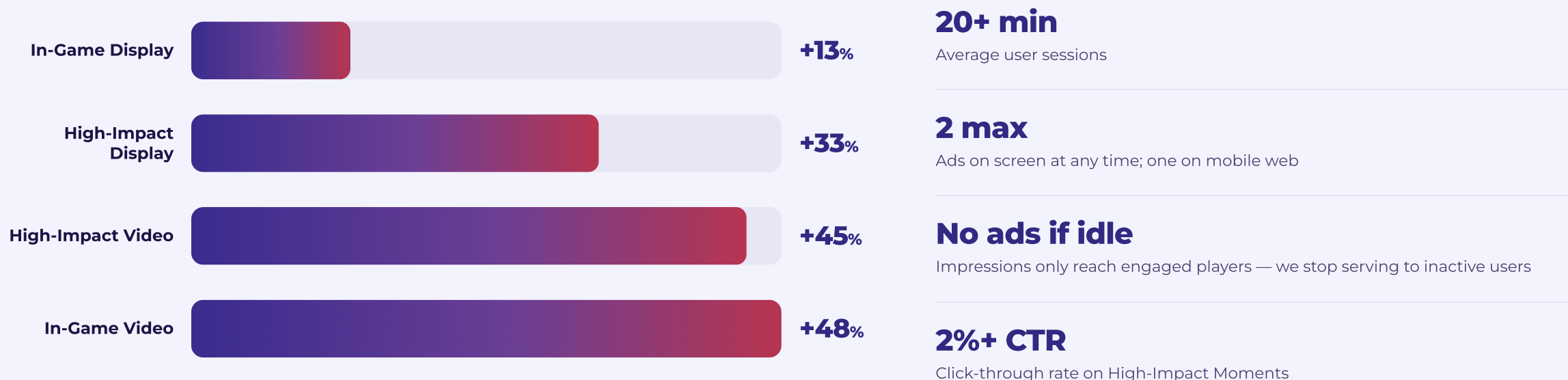
How Unwind compares to typical web environments.

	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
Traffic Source	100% direct & organic	Sourced & mixed

Unwind figures: Unwind Media platform data. Typical web environment figures: Similarweb.

Engagement, Attention and Performance

The typical web session lasts 4 minutes. Ours run 20+, and every ad format beats Adelaide's publisher attention benchmark.



PUBLISHER ATTENTION BENCHMARK



Attention measured by Adelaide. Lift is 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 units that appear during natural pauses in gameplay.

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.
- ♦ **AVAILABLE VIA PMP, PROGRAMMATIC GUARANTEED AND DIRECT**



HIGH-IMPACT MOMENT • DESKTOP AND MOBILE WEB

AD EXPERIENCES

High-Impact Moments: Video

Full-screen video that appears during natural pauses in gameplay.

100%

Share of voice

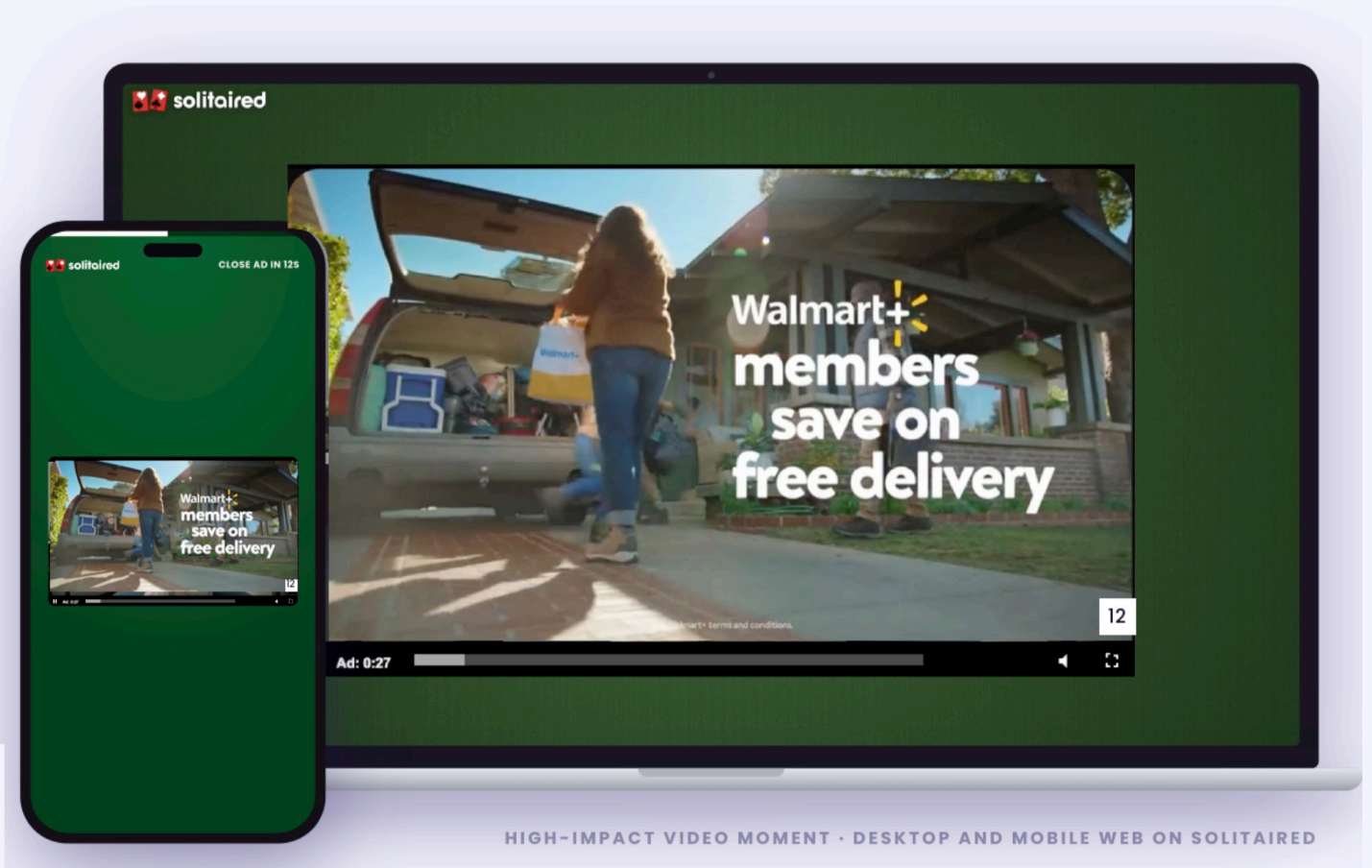
+45%

vs. Adelaide's publisher
attention benchmark

♦ Audio enabled, and available skippable or non-skippable.

♦ **90% completion rate** on videos under 15 seconds.

♦ **AVAILABLE VIA PMP, PROGRAMMATIC GUARANTEED AND DIRECT**



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.
- ♦ **AVAILABLE VIA DIRECT ONLY**



GAME OF THE DAY TAKEOVER • DESKTOP AND MOBILE WEB

AD EXPERIENCES

In-Game Display

Always-on display placements that sit alongside active play.

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 ensures impressions only reach engaged players.
- ♦ AVAILABLE VIA PMP, PROGRAMMATIC GUARANTEED AND DIRECT



IN-GAME DISPLAY · DESKTOP AND MOBILE WEB ON SOLITAIRE

AD EXPERIENCES

In-Game Video

Dismissible in-game video that runs alongside play.

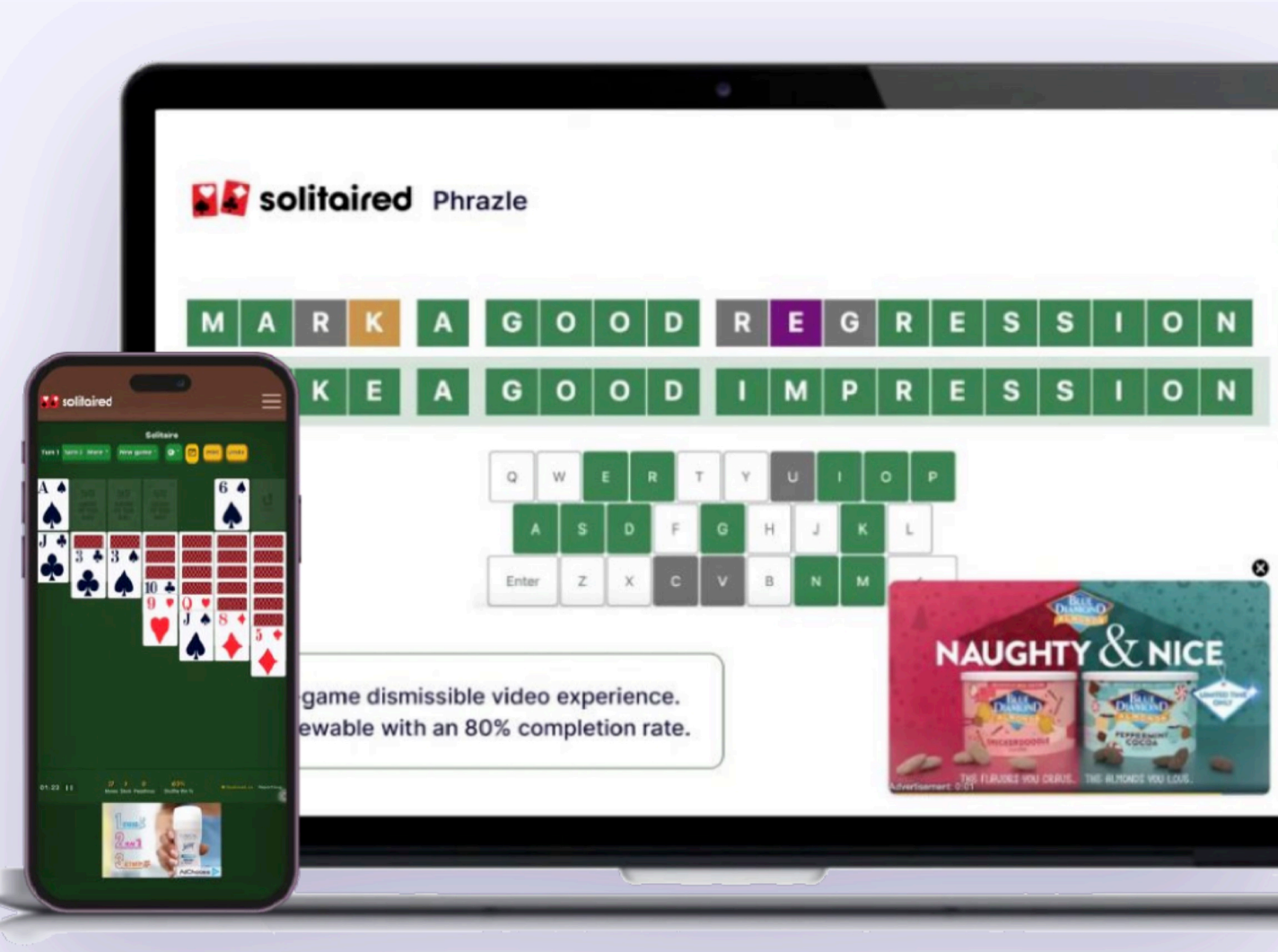
80%+

Video completion rate (VTR)

+48%

vs. Adelaide's publisher attention benchmark

- ♦ 90%+ viewability across desktop and mobile web.
- ♦ Our exclusive “no ads if idle” feature ensures impressions only reach engaged players.
- ♦ AVAILABLE VIA PMP, PROGRAMMATIC GUARANTEED AND DIRECT



**UNWIND
MEDIA**

WE'D LOVE TO CHAT

Get in touch.

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