

UNWIND MEDIA

Play. Enjoy. Repeat.

ADVERTISING OPPORTUNITIES

WHO WE ARE

Premium web casual gaming

Brand-safe casual gaming where **61M adults** spend **20+ minutes** per session and over **4 hours a month**.

12

Owned and operated sites

500+

Word and card games

8x

Return visits per month



World record

GUINNESS WORLD RECORDS™

Most people playing solitaire online in 24 hours.



UCLA | CRESST

Research partner

UCLA CRESST

Solitaire gameplay shown to increase focus.



Certified

MINORITY-OWNED BUSINESS

NMSDC-certified, eligible for supplier-diversity spend.

AS SEEN IN

The New York Times

adexchanger

Nasdaq

Forbes

QUARTZ

BUSINESS
INSIDER

USA TODAY

Verified quality. Differentiated supply.

UNWIND
MEDIA

Our supply chain, traffic and ad experience are each rated by an independent third party.



Bellwether

SINCE 2023

Jounce Media bellwether publisher for quality programmatic supply.



100/100

QUALITY SCORE

GAMERA quality score, across every one of our domains.



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.

2 max

ads per page, 1 on mobile web

90%+

average viewability

100%

direct and organic traffic

500+

brand-safe word and card games

Source: Google Active View

Audience breakdown

61M

Annual users

50M

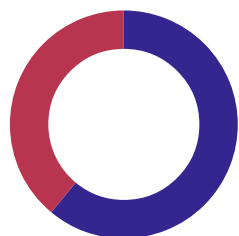
Monthly sessions

11M+

Games played daily

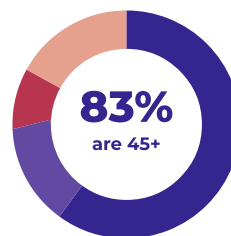
8x

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



Solitaire Bliss



cribbage-online



Mahjong 4 Friends



Sudoku Bliss

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

A mature audience driving **\$10.7T** in spending.

79%

of our audience is 50 or over

73%

identify as the household
decision maker

55%

are in households earning
\$75K or more

43%

are in households with a
net worth above \$250K

Households headed by someone 50 or over drive **more than half of all U.S. consumer spending** — \$10.7T a year — per AARP's Longevity Economy Outlook.

Unmatched engagement

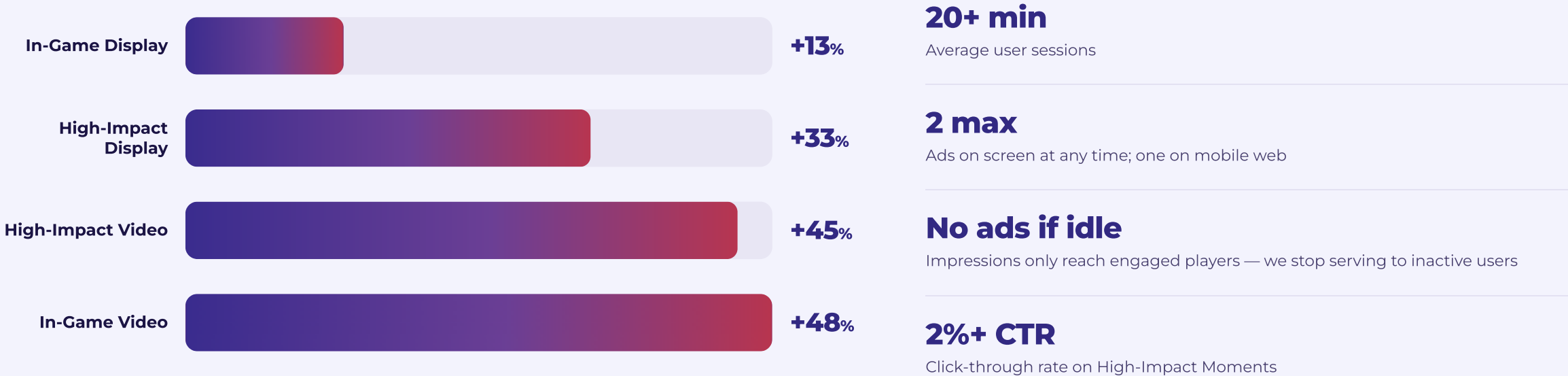
How Unwind compares to typical web environments.

	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

Source: Unwind figures: Unwind Media platform data; viewability measured by Google Active View. Typical web environment figures: Similarweb.

Built for Attention

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

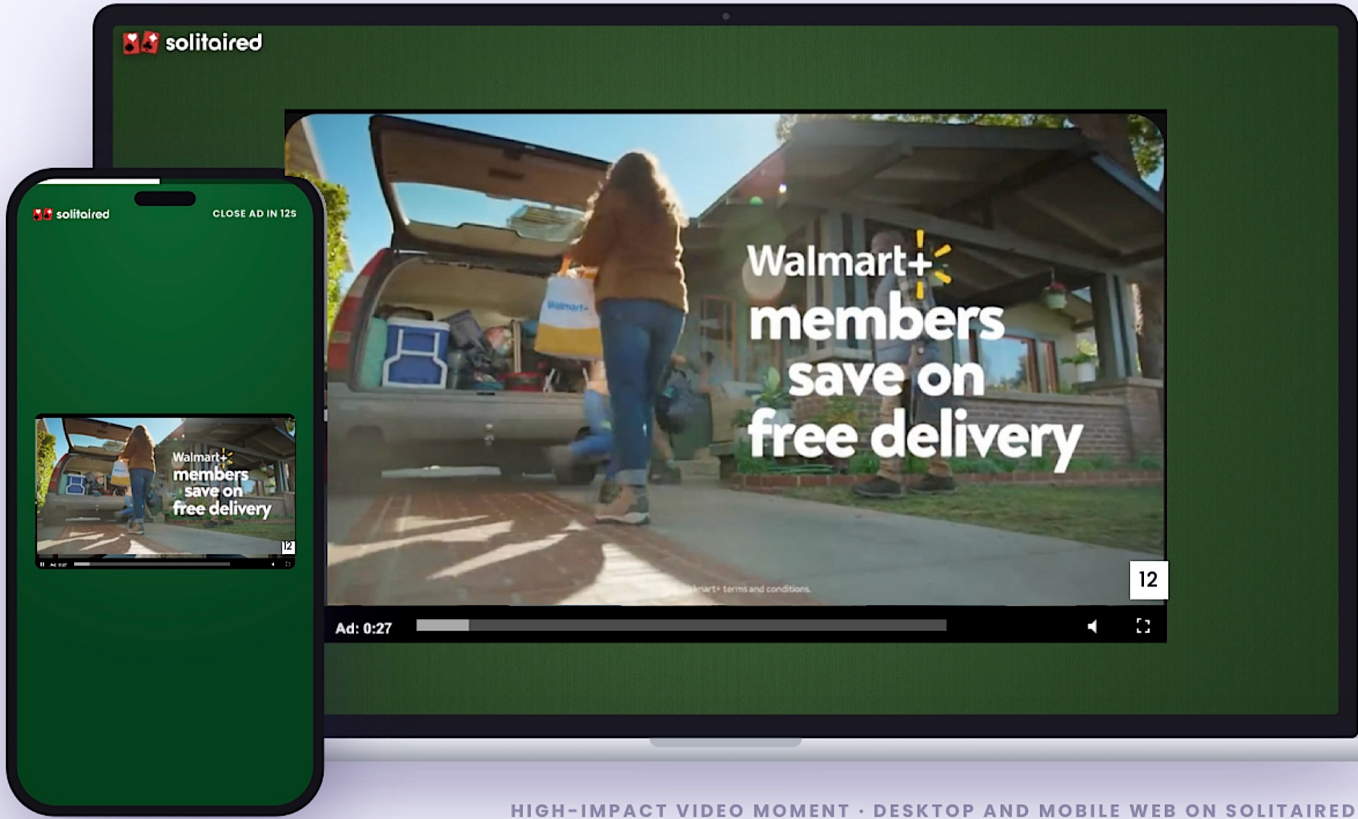
+45%

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**



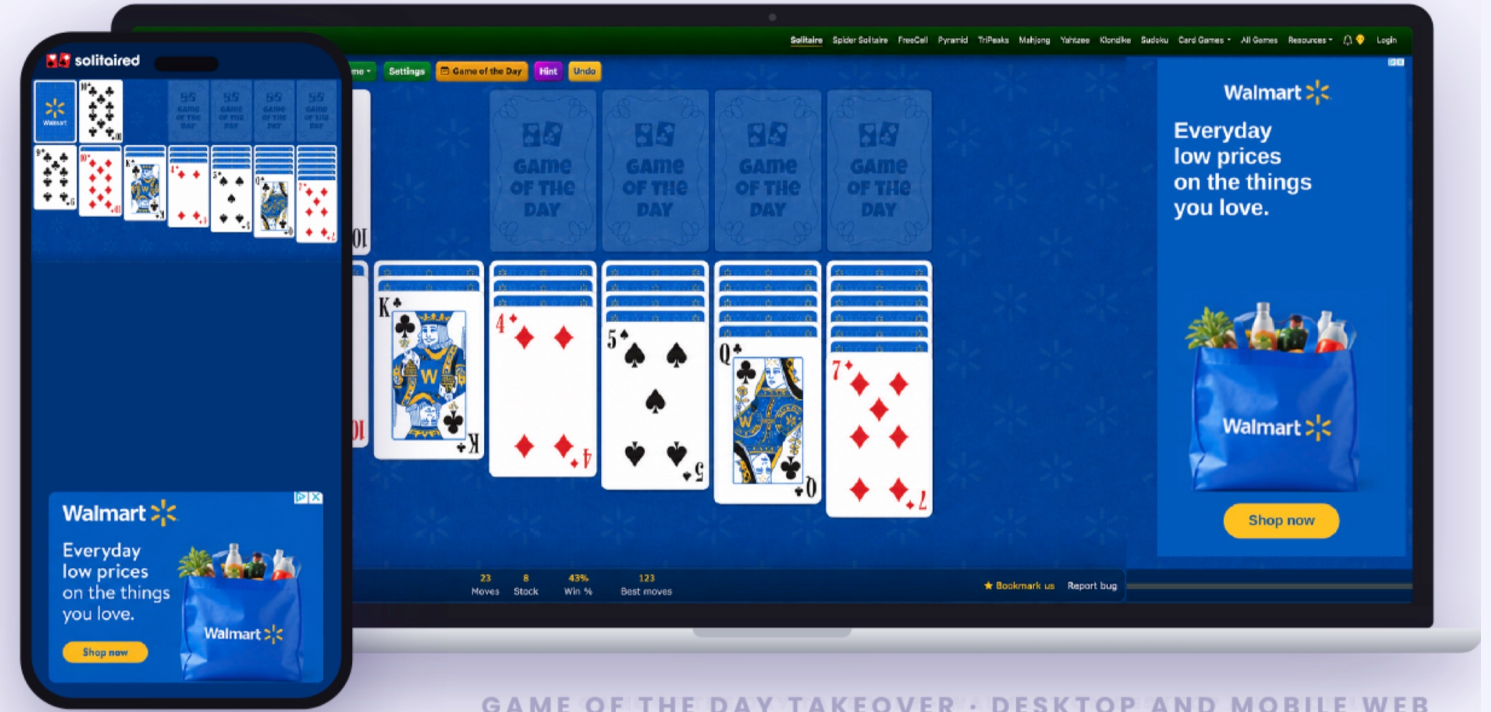
HIGH-IMPACT VIDEO MOMENT • DESKTOP AND MOBILE WEB ON SOLITAIRED

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.

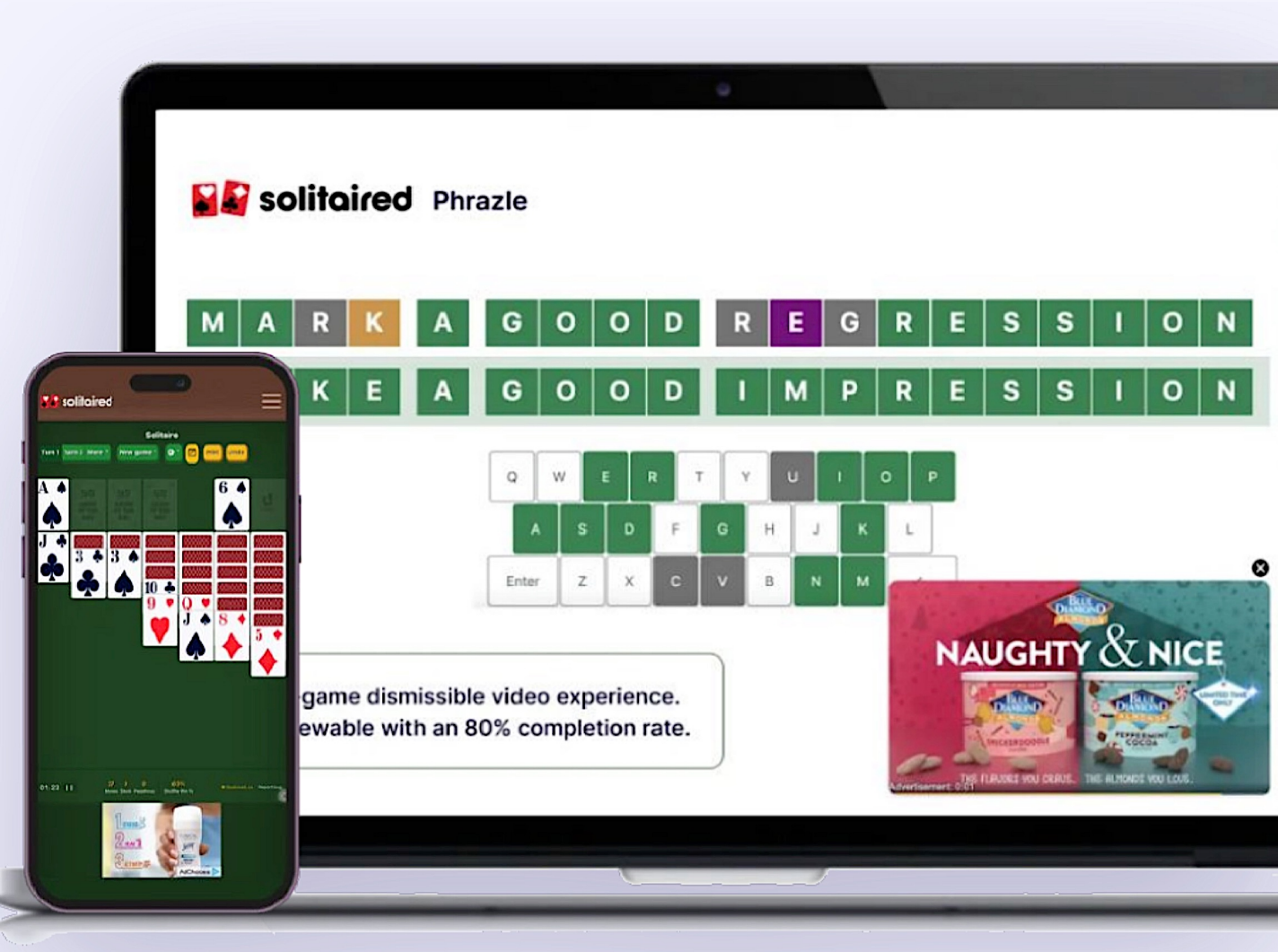
80%+

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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