

High-Impact Moments: Capture your **moment**.

Full screen, sole voice, with attention already earned.

AD EXPERIENCES

Display Moments

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.



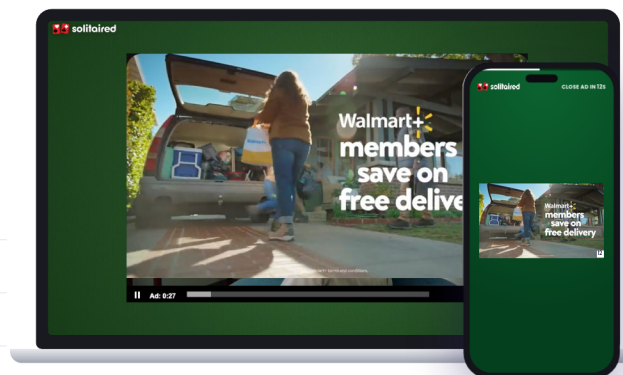
AD EXPERIENCES

Video Moments

100% **+45%**

Share of voice vs. Adelaide's publisher attention benchmark

- ◆ Available with audio enabled.
- ◆ Skippable and non-skippable formats.
- ◆ 90% completion rate on videos under 15 seconds.



DESIGNED FOR QUALITY, ENGAGEMENT AND DIFFERENTIATION



Jounce Media Bellwether
publisher for quality
programmatic supply.



99%+ valid traffic score —
verified real players, not bots.



DeepSee.io

'A' rated ad quality and
environment grade from Deep
See.



NMSDC certified minority-
owned business.

AUDIENCE QUALITY AT SCALE



GENDER

- 61% Female
- 39% Male



AGE

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

11M+

Games played daily

4x

Longer sessions than
top news sites

61M

Annual users

8x

Repeat monthly visits per
user

79% of Unwind users are 50+: the households driving more than half of U.S. consumer spending (AARP, 2026)

The New York Times

adexchanger

Nasdaq

Forbes

QUARTZ

BUSINESS
INSIDER

USA TODAY

Get in touch: partnerships@teamunwind.com