

UNWIND
MEDIA

Built for attention. Proven to perform.

Reach a scaled, highly engaged audience across 500+ brand-safe card and word games.



61M

Annual users

11M+

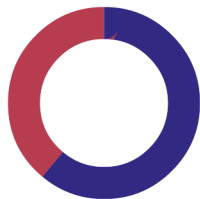
Games played daily

100%

Direct and organic traffic

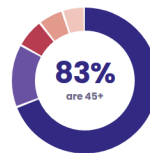
8x

Repeat monthly visits per user



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

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

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



Unwind Media holds a **Guinness World Records™** title for the most people playing solitaire online in 24 hours — evidence of the scale and loyalty of our audience.

Designed for impact, quality and engagement



4x longer sessions than top news sites



76% of Unwind users prefer brands that sponsor their gaming experience



73% of Unwind users identify as the household decision maker



90%+ average viewability, never more than two ads per viewport

73% and 76% Unwind survey of our users on the ad experience.



Bellwether publisher for quality programmatic supply



+38% attention vs. Adelaide's publisher benchmark



99%+ valid traffic score — verified real players



NMSDC certified minority-owned business

AS SEEN IN

The New York Times

AdExchanger

Nasdaq

Forbes

QUARTZ

BUSINESS INSIDER

USA TODAY

Get in touch: partnerships@teamunwind.com