

UNWIND
MEDIA

Play. Enjoy. Repeat.

Built for Attention. Proven to Perform.

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



61M

Annual users

50M

Monthly sessions

11M+

Games played daily

100%

Direct and organic traffic

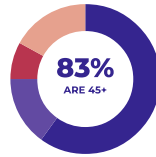
8x

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 (TransUnion)

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



Guinness World Records™ title for the most people playing
solitaire online in 24 hours.



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

Designed for impact, quality and engagement



+38% attention vs. Adelaide's
publisher benchmark



20+ minute sessions on average
— 4x longer than top news sites



100% direct & organic traffic —
no sourced or mixed inventory



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

Attention lift measured against Adelaide's publisher attention benchmark; independent audit completed June 2026.



Bellwether publisher for quality
programmatic supply



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



99%+ valid traffic score — verified
real players



NMSDC certified minority-owned
business

AS SEEN IN

The New York Times

coexchanger

Nasdaq

Forbes

QUARTZ

BUSINESS
INSIDER

USA TODAY

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