

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

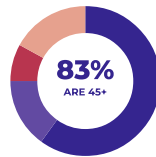
**8x**

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. Viewability measured by Google Active View.



**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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