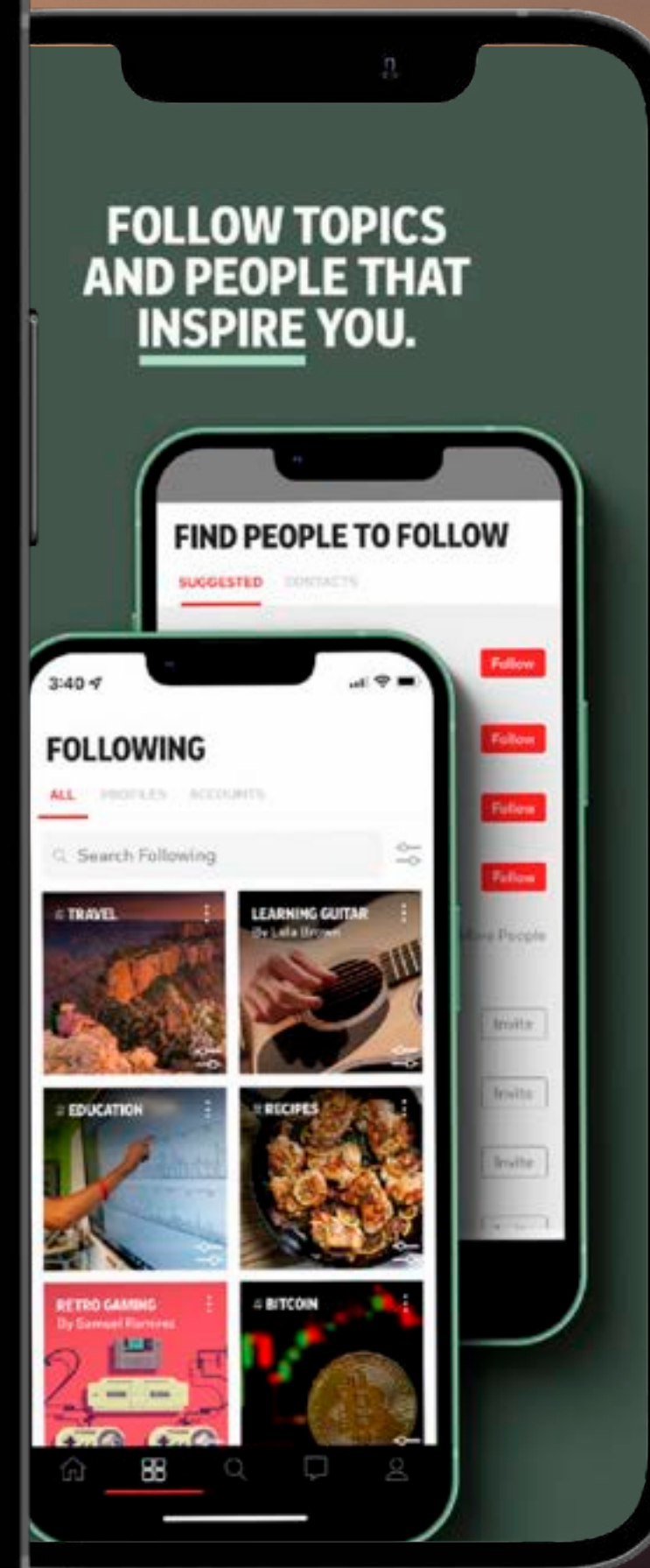
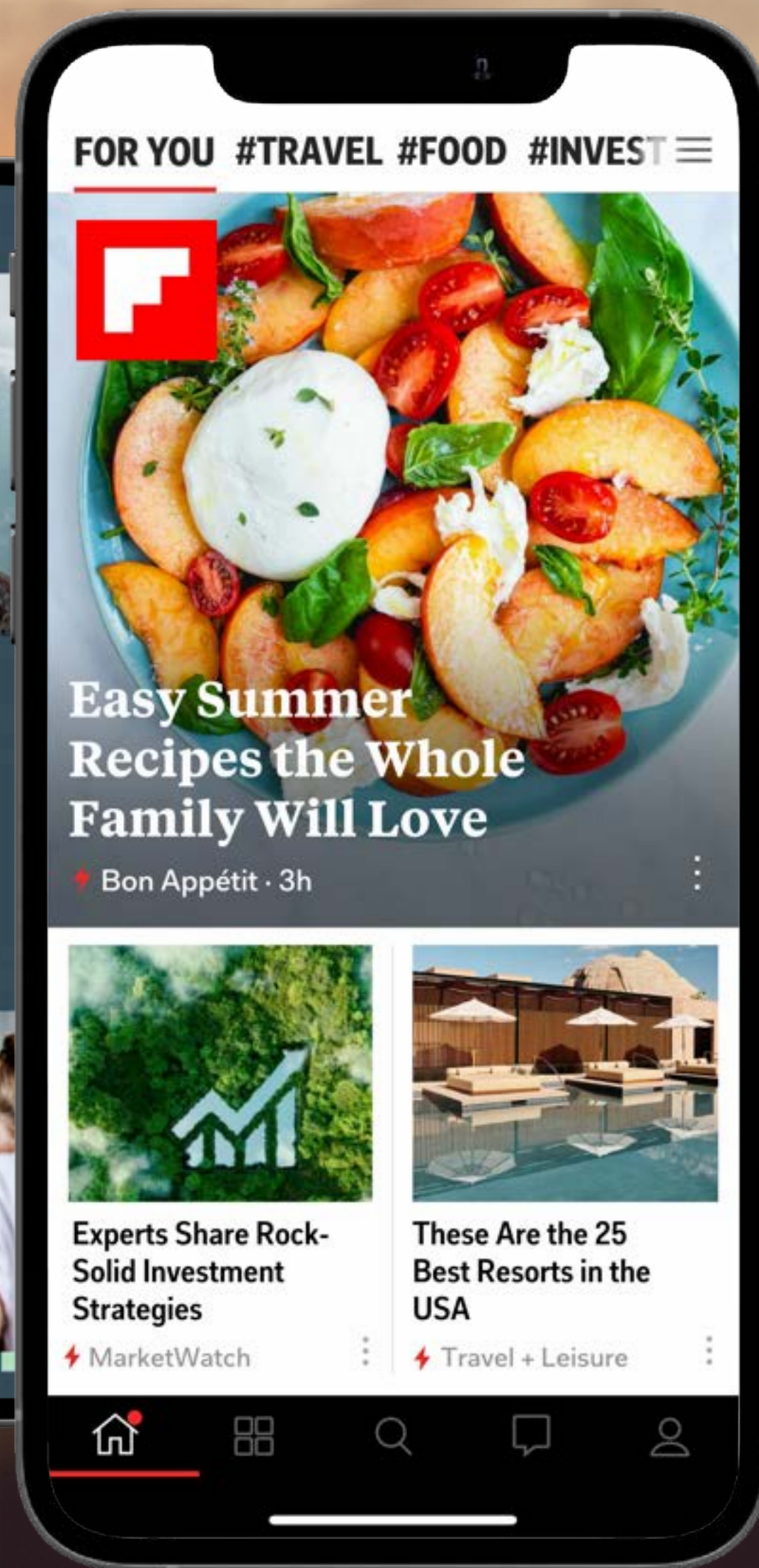
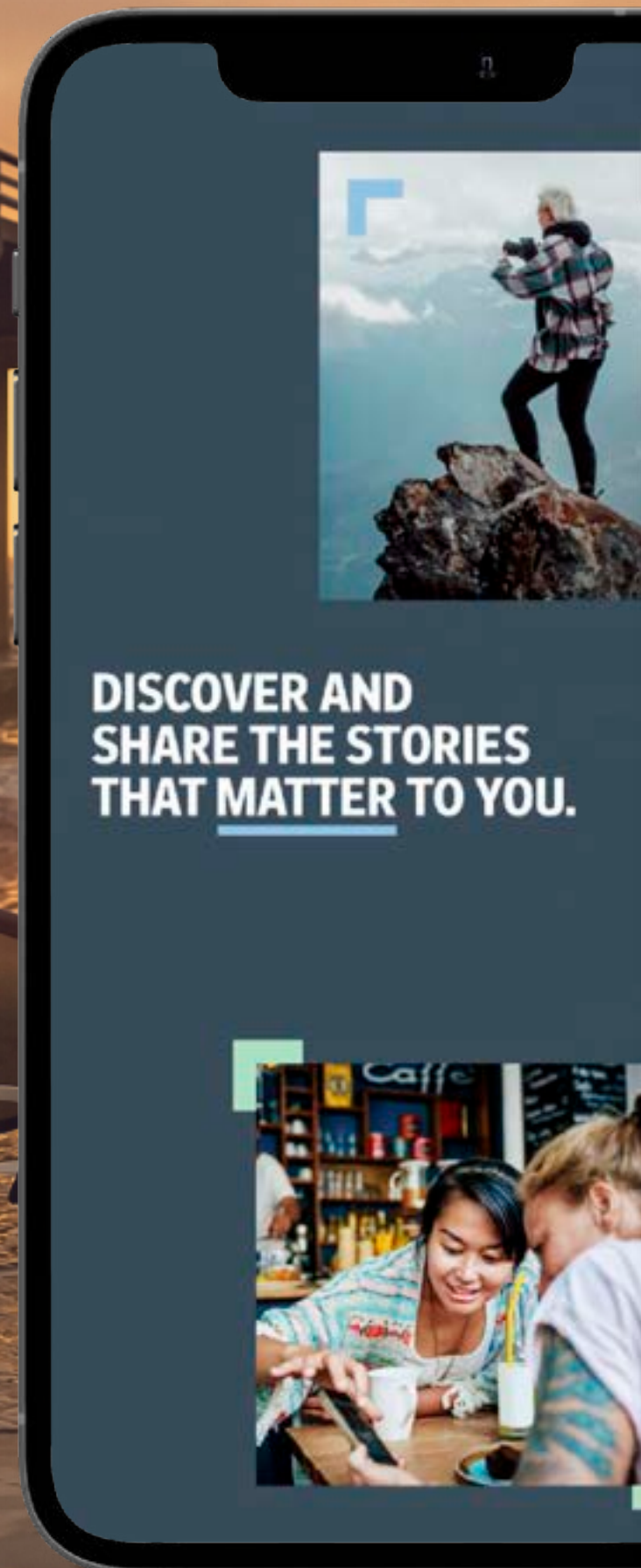


ELEVATE YOUR BRAND WITH FLIPBOARD

Media Kit 2025



FLIPBOARD





THE ONLY SOCIAL MAGAZINE WITH BILLIONS OF STORIES

Great stories that inform, inspire
and move the world forward

TECHNOLOGY



FILM



TRAVEL



COOKING



SNOWBOARDING

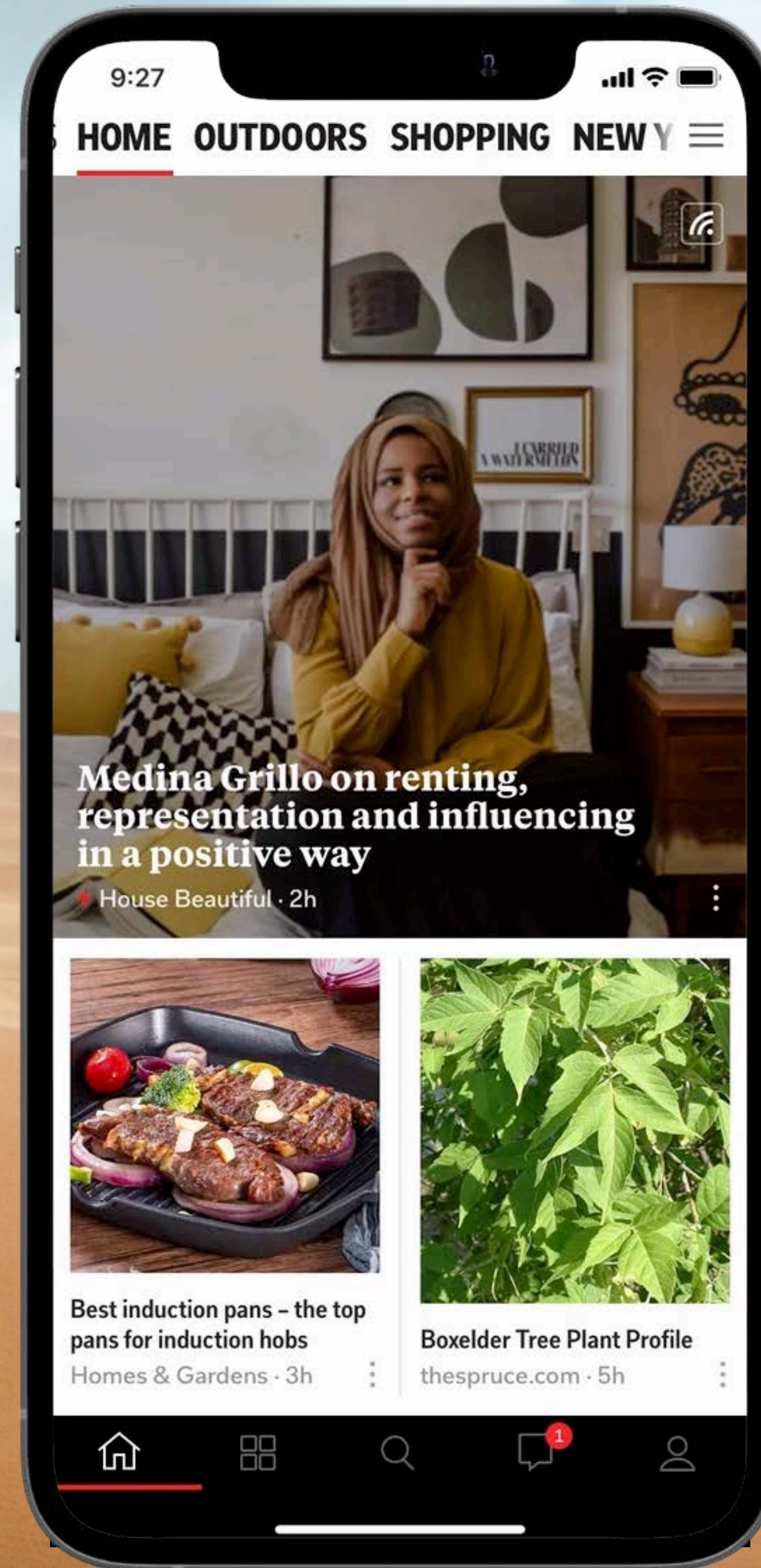




THIS IS FLIPBOARD

A discovery destination where people explore, share, and curate content around their passions and interests.

With a highly personalized experience, Flipboard keeps engaged audiences connected to stories they care about and inspired by the topics they love.



TECH



FIND STORIES, VIDEOS, PODCASTS AND MORE

Curated with trust and perspective.
Sourced from 4000+ publisher partners.

TRAVEL



FOOD



FOLLOWING

ALL PROFILES ACCOUNTS

Search Following



FINANCE

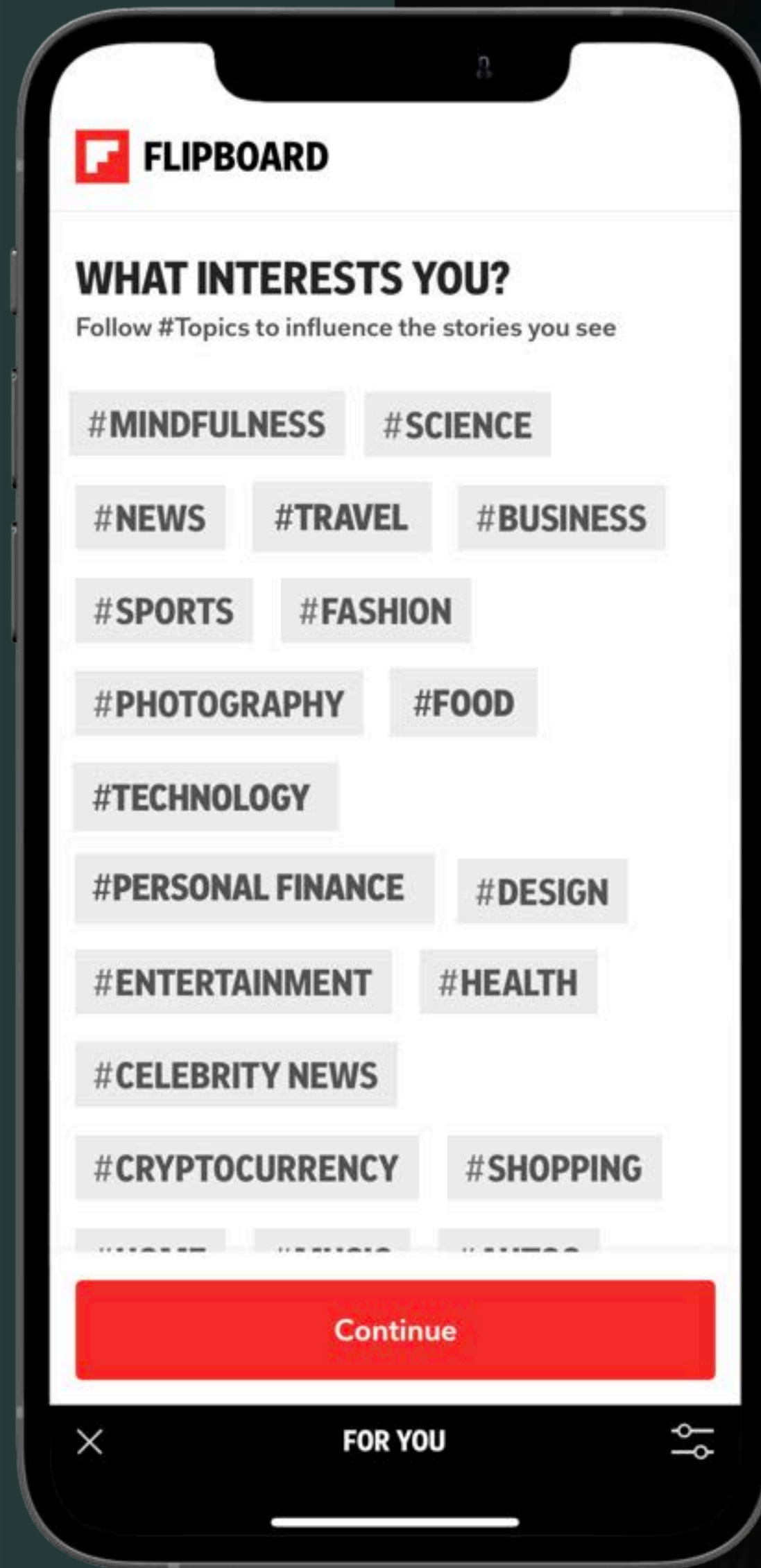




PERSONALIZED CONTENT FOR YOU

POWERED BY FLIPBOARD'S
FIRST PARTY INTEREST GRAPH

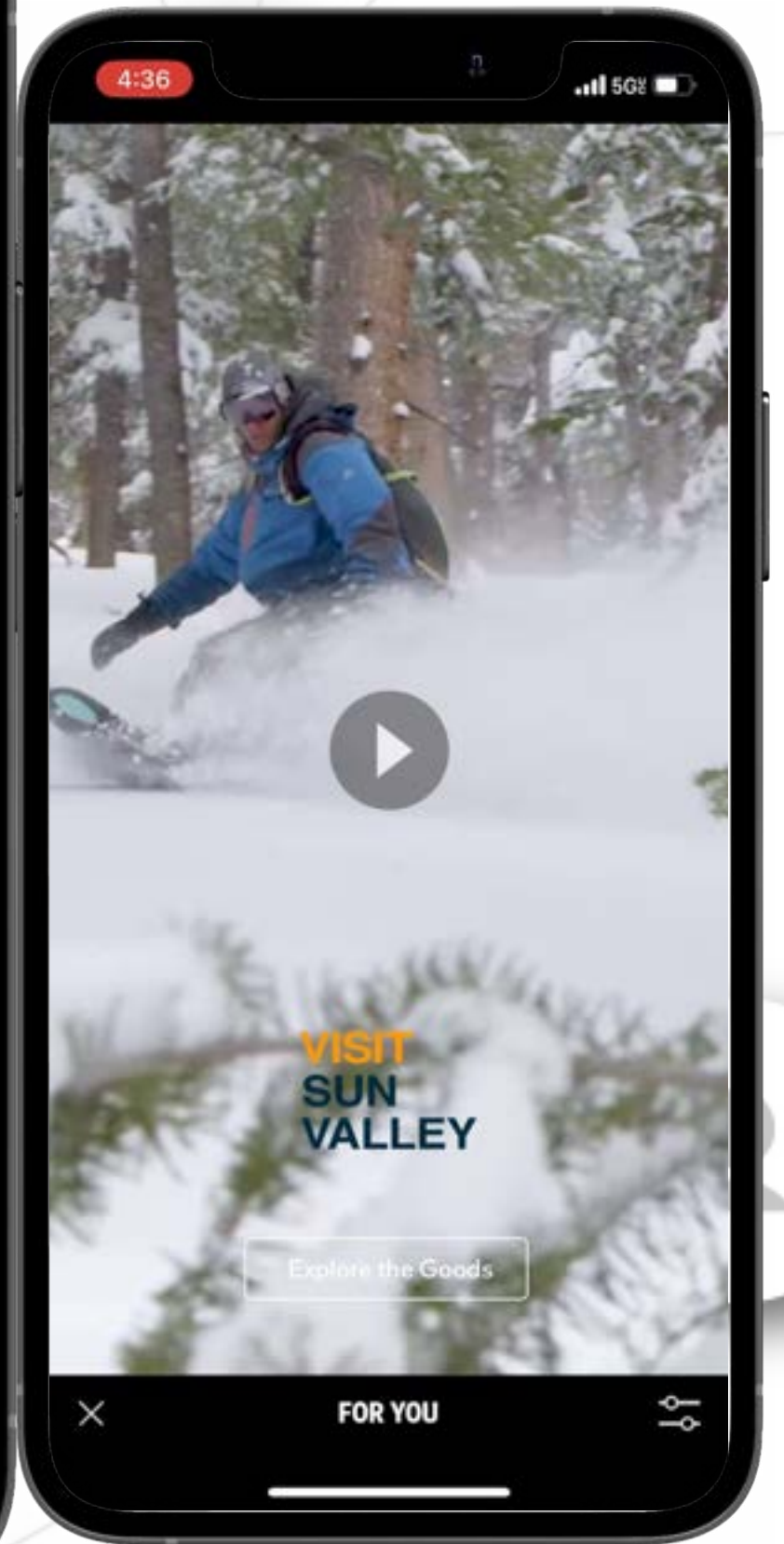
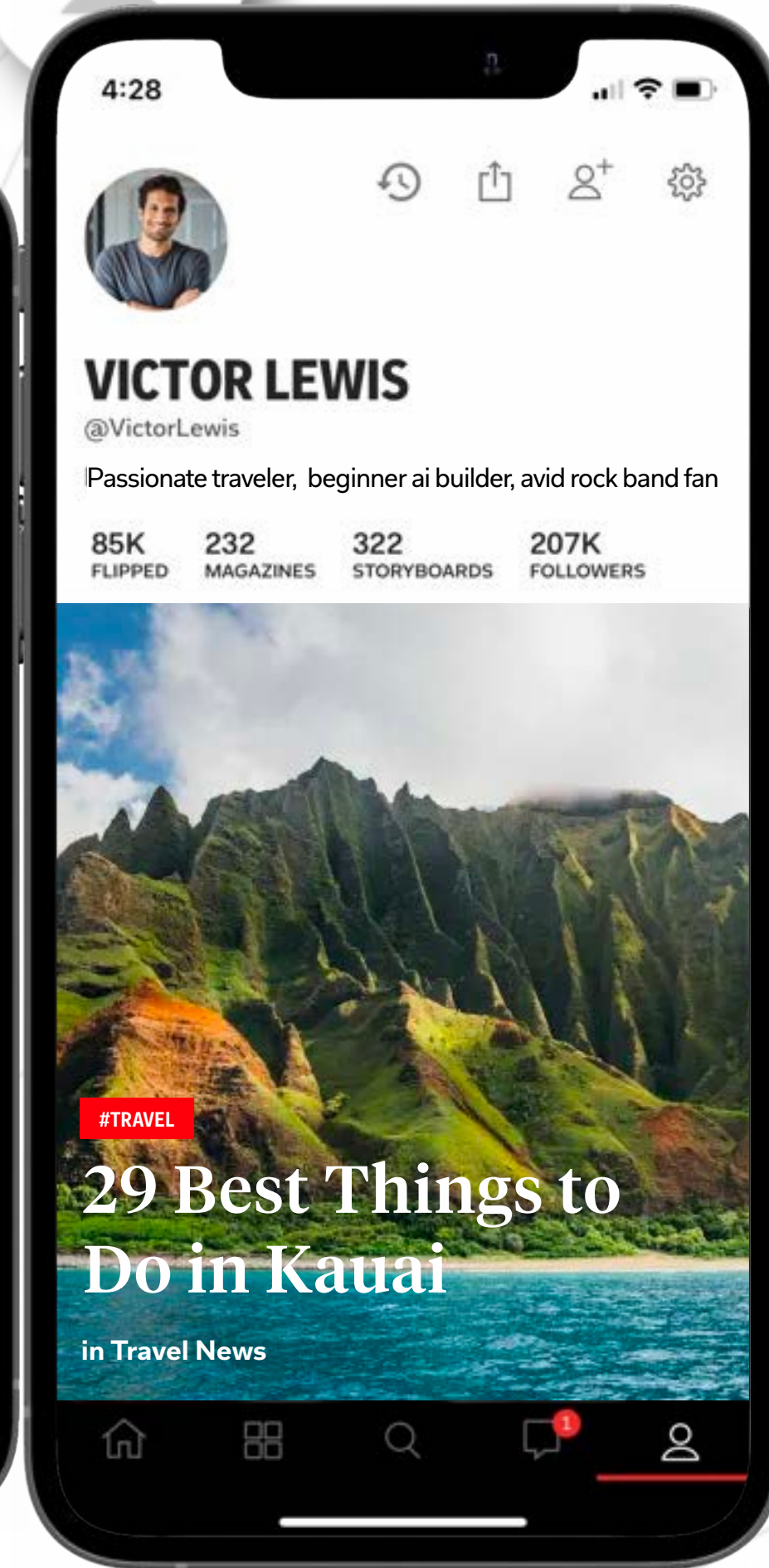
with over 30,000 topics available





PROVIDING A MORE RECEPTIVE EXPERIENCE

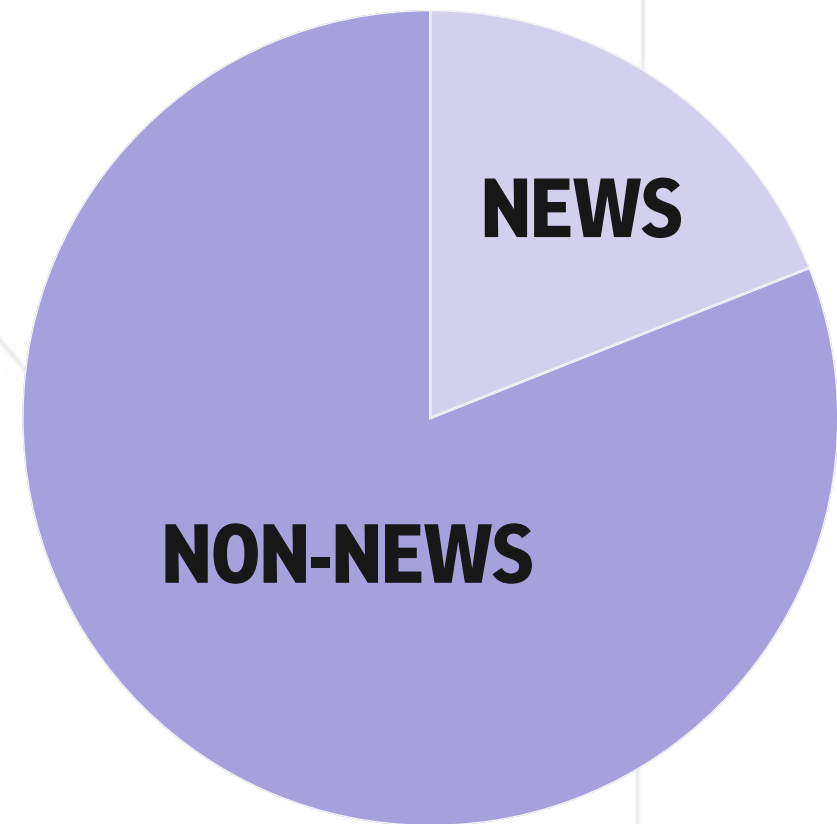
For brands to reach audiences



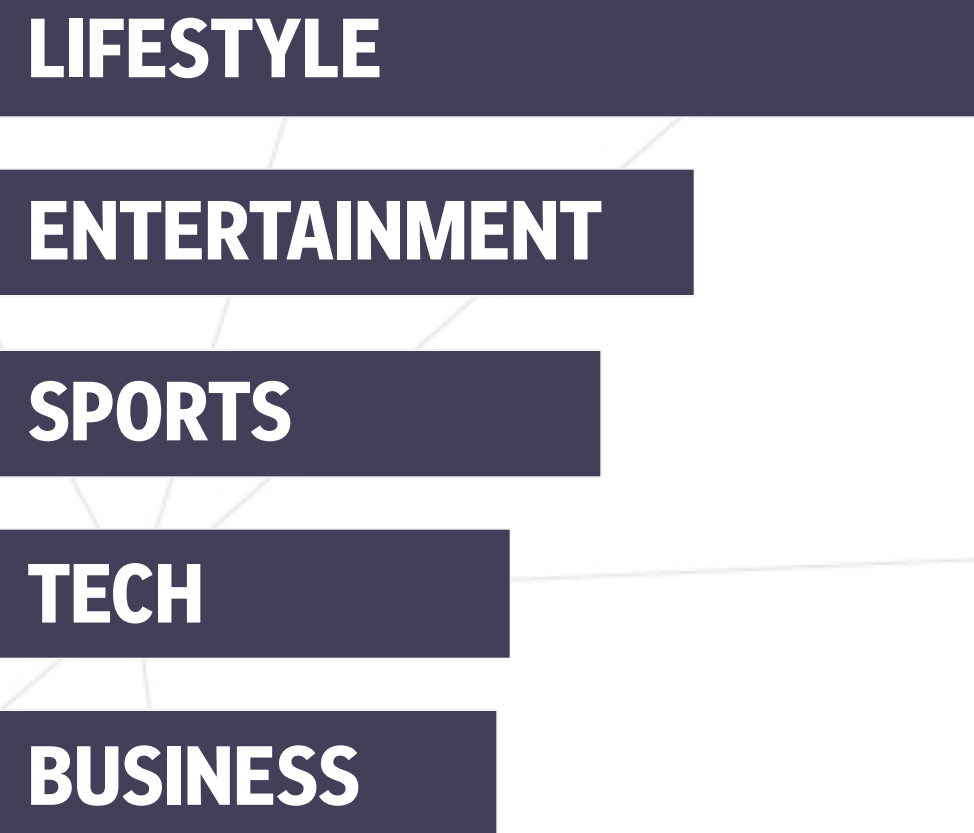


ONE-STOP SHOP FOR LEARNING & DISCOVERY

110 minutes weekly time spent



CONTENT CONSUMPTION



TOP TOPICS (TRAFFIC)

Preferred Content Source for:

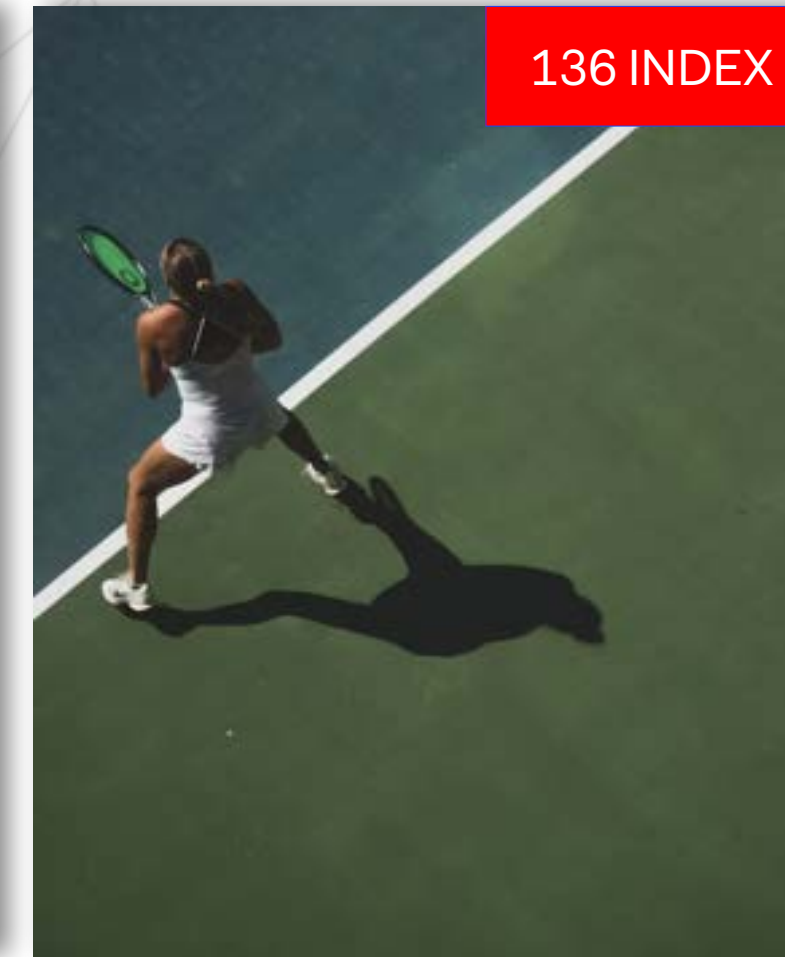
TRAVEL IDEAS



BRAND DISCOVERY



LOCAL EVENTS



CURRENT EVENTS



HOBBIES



ENTERTAINMENT





QUALITY EXPERIENCE



QUALITY AUDIENCE

Meet Flipboard's Influential Achiever

INFORMATION-HUNGRY

186 Index | I follow the latest news and trends
196 Index | I discover new information from aggregators
72% | I read short-form and long-form content regularly

AFFLUENT HIGH-ACHIEVERS

162 Index | I have a household income above \$100K
206 Index | I have a Bachelor's or Master's degree
147 Index | I am ambitious and career-focused

EARLY ADOPTERS

326 Index | I consider myself as a trend setter
311 Index | I buy new products as soon as they are available
175 Index | I like to be the first to try new things

BRAND RECEPTIVE

92% | I discover new brands while researching
84% | I purchase products after seeing advertisements
167 Index | I read brand content regularly

MEET OUR INFLUENTIAL ACHIEVER

Leaned in and receptive mindset

ENGAGED

134 Index | I read short form content regularly
136 Index | I read long form content regularly
25% Increase | Weekly Articles Read on Flipboard YoY

DISCOVERY & PURCHASING

196 Index | I discover new information from Flipboard
92% | Researching my interests has led me to discover new brands
84% | I purchase products after seeing an advertisement

DEMOGRAPHICS

EDUCATION

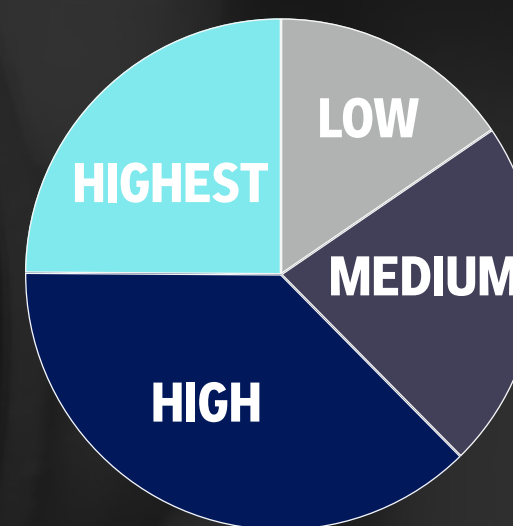
206 Post-graduate degree
INDEX

130 Bachelor degree
INDEX

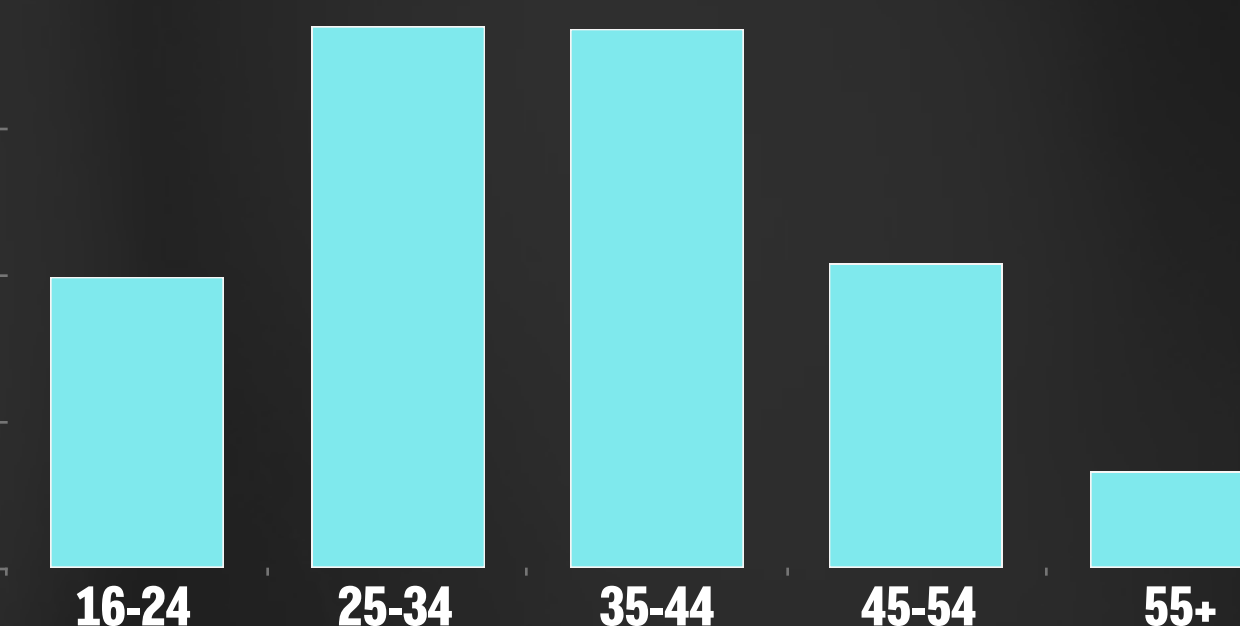
GENDER

65% MALES
35% FEMALES

INCOME



AGE BREAKDOWN



DECISION MAKERS AT WORK & HOME

226 I am the primary decision maker at work
INDEX

80% I am the primary household purchaser

220 I am the primary purchaser at work
INDEX



QUALITY EXPERIENCE



QUALITY ATTENTION

74%

**READ CONTENT
CATERED TO INTERESTS**

187
INDEX

**RECALL READING
SPONSORED CONTENT**

177
INDEX

**TRUST BRANDS
WHEN THEY ADVERTISE**





ONE-OF-A-KIND AUDIENCE TARGETING

UNIQUE FIRST-PARTY DATA INSIGHTS

Leveraging real-time data from user interests, engagement patterns, and publisher affinity, Flipboard's Interest Graph provides a deep understanding of consumers based on multiple behaviors and passion points.

- 1P Interests & Topics
- 1P Publisher Affinity
- 2P Data Match
- 3P Audience Data Segments



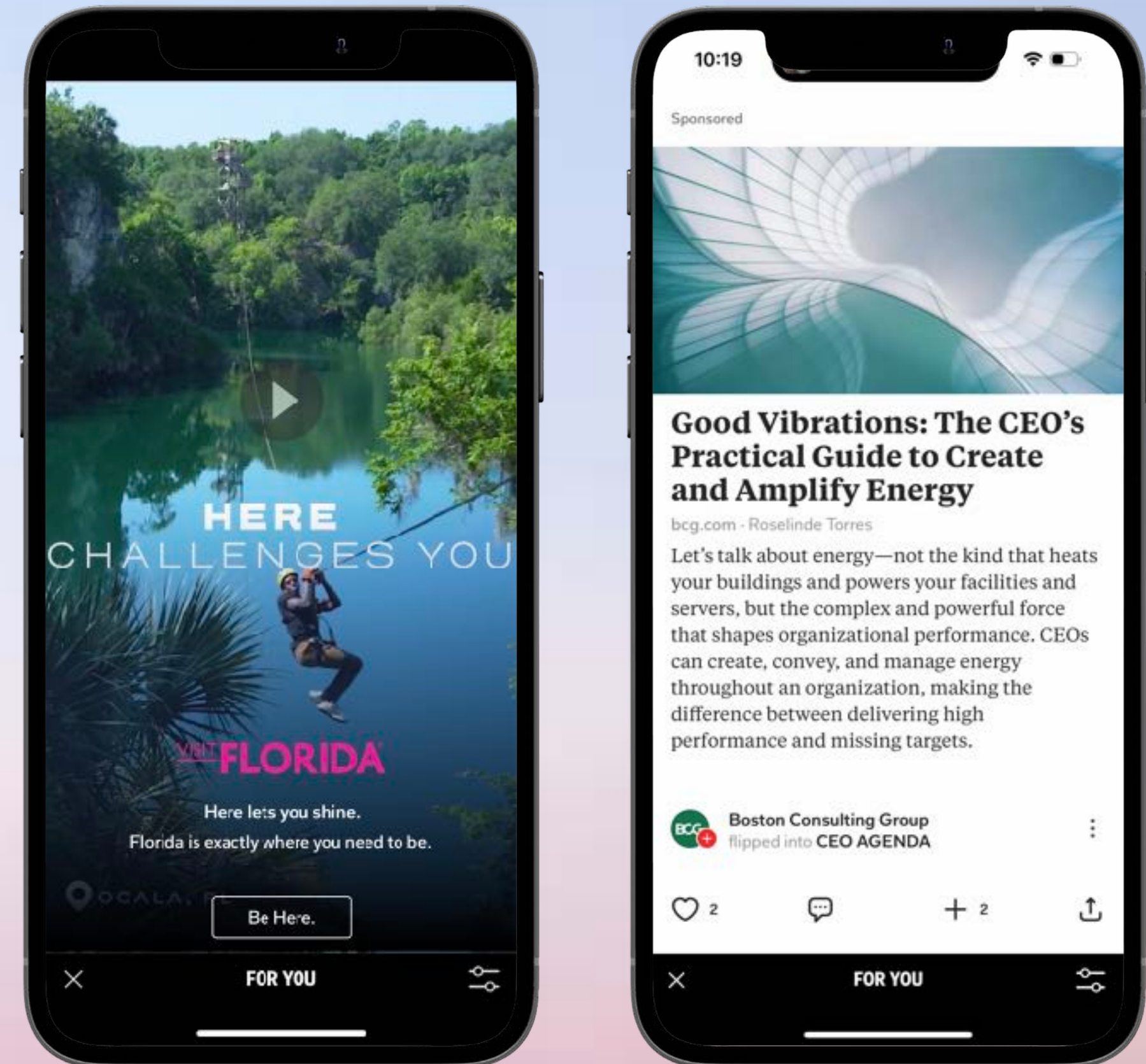


REACH YOUR AUDIENCE

Undivided Attention

From native placements for branded content to full screen interstitials and editorial sponsorships, Flipboard's innovative ad offerings allow brands to do it all. Leverage a unique suite of formats that drive impact and deliver results across both direct and programmatic inventory sources.

- Premium Native
- Full-screen Interstitials
- Turn-key Video
- Editorial Sponsorships
- Email Newsletters



100% SHARE OF SCREEN AD FORMATS

NATIVE

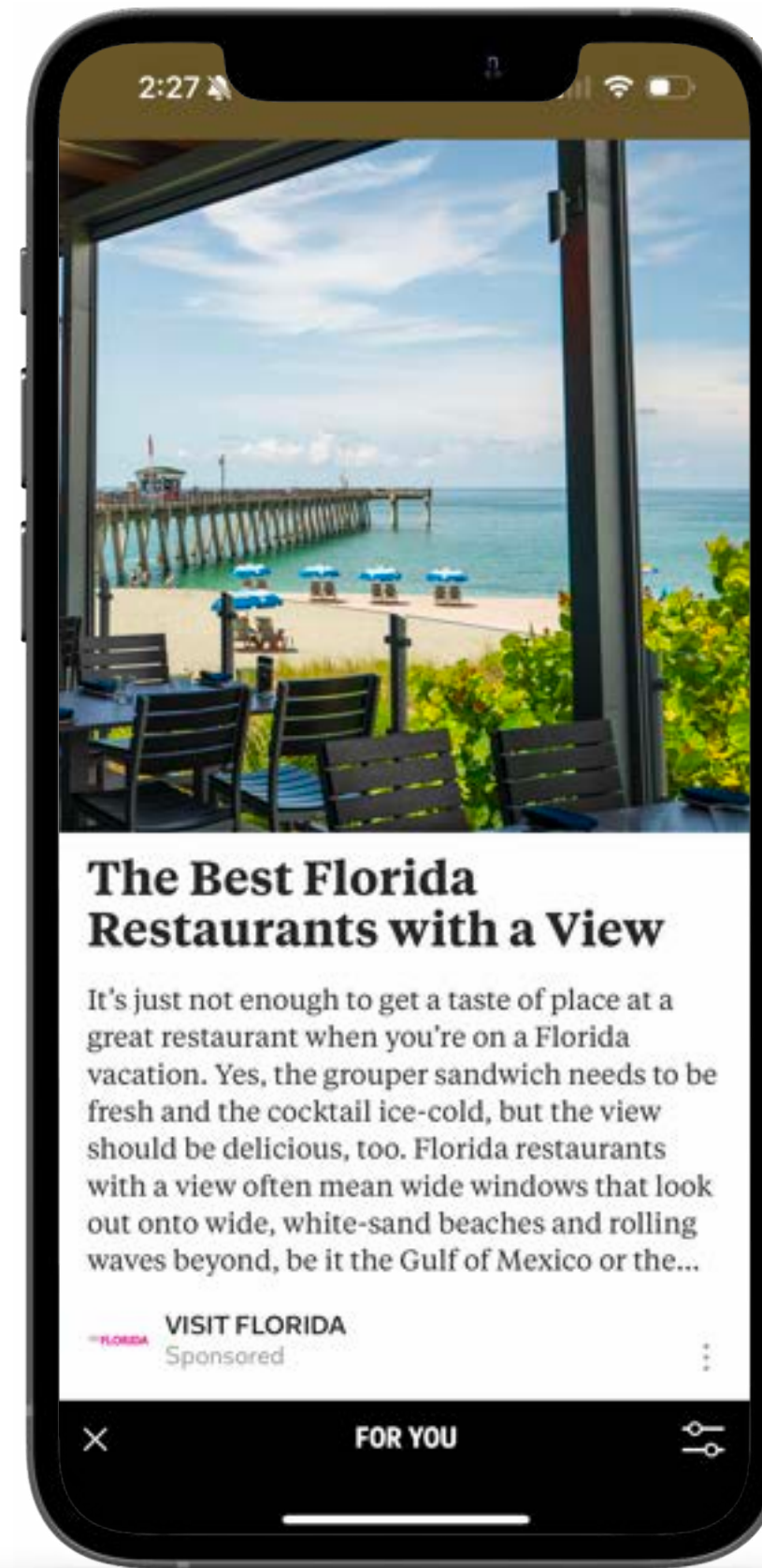
Premium Solutions

Flipboard's Native solutions allow brands to natively promote first or third-party content alongside premium editorial throughout the Flipboard app.

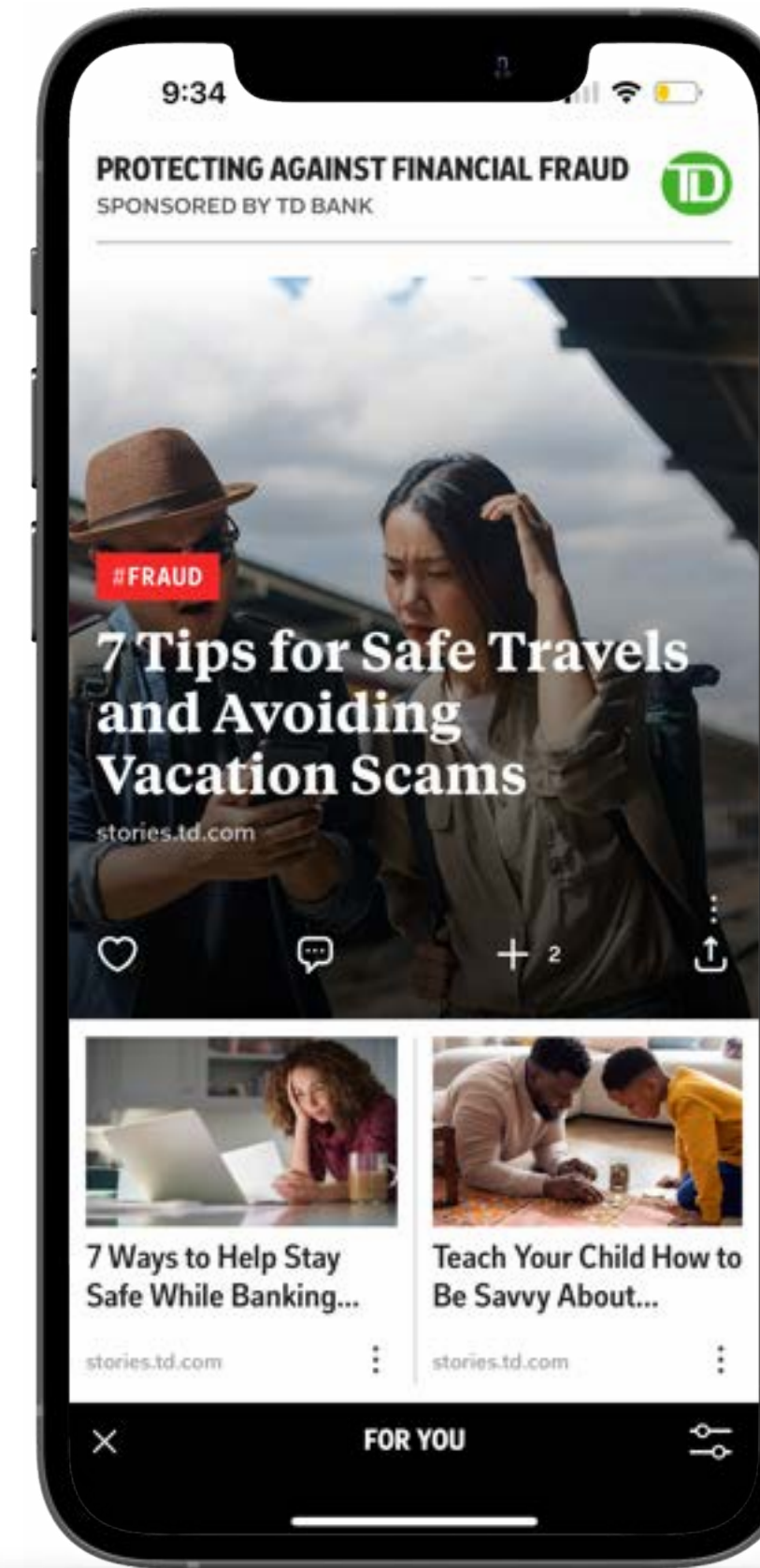
**BEST FOR
BRAND FAVORABILITY**

**BEST FOR
BRAND ASSOCIATION**

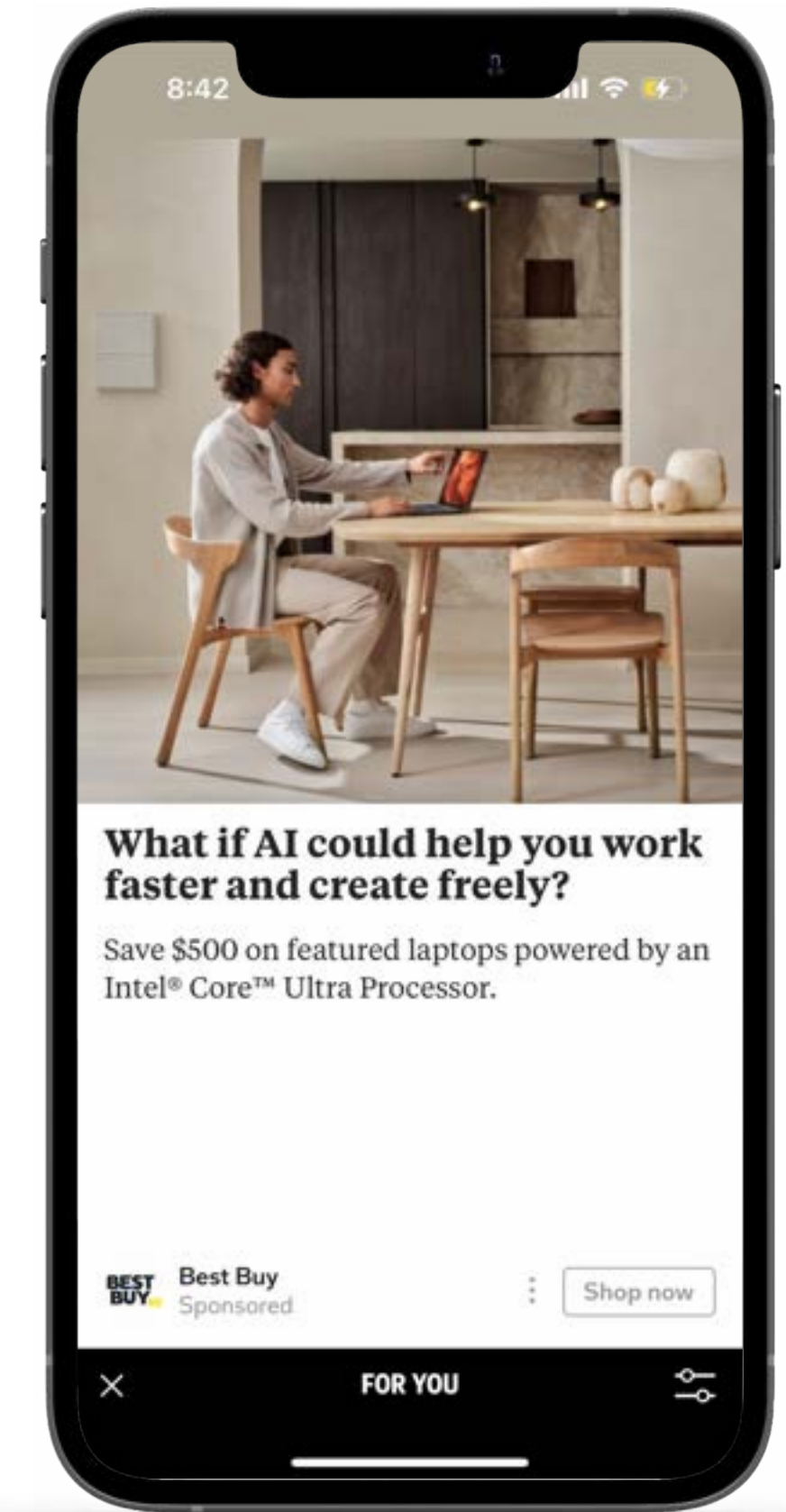
**BEST FOR
QUALITY TRAFFIC**



PROMOTED CONTENT



PROMOTED COLLECTIONS



PROMOTED PRODUCT

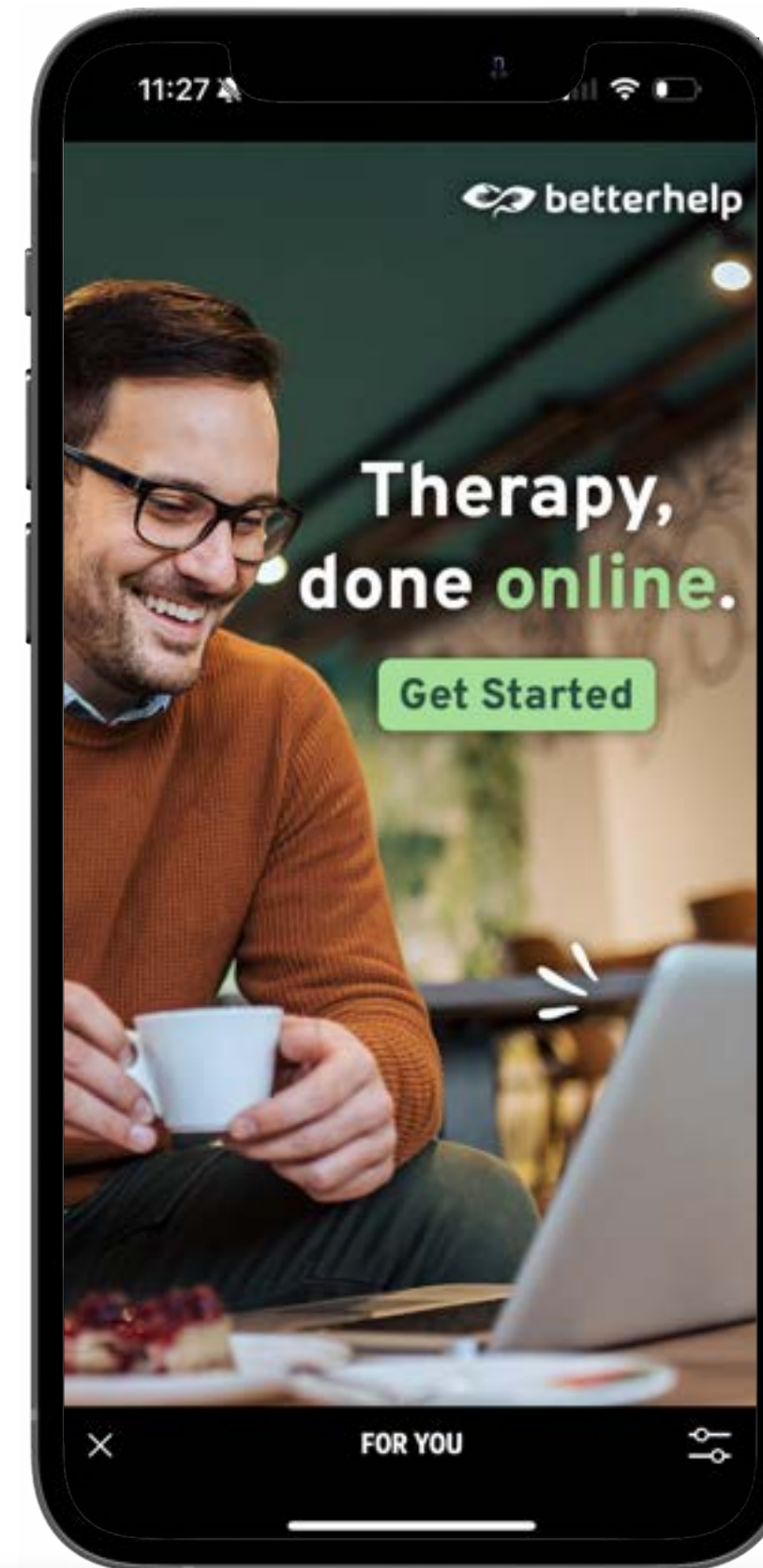
FULL SCREEN

High Impact Interstitials

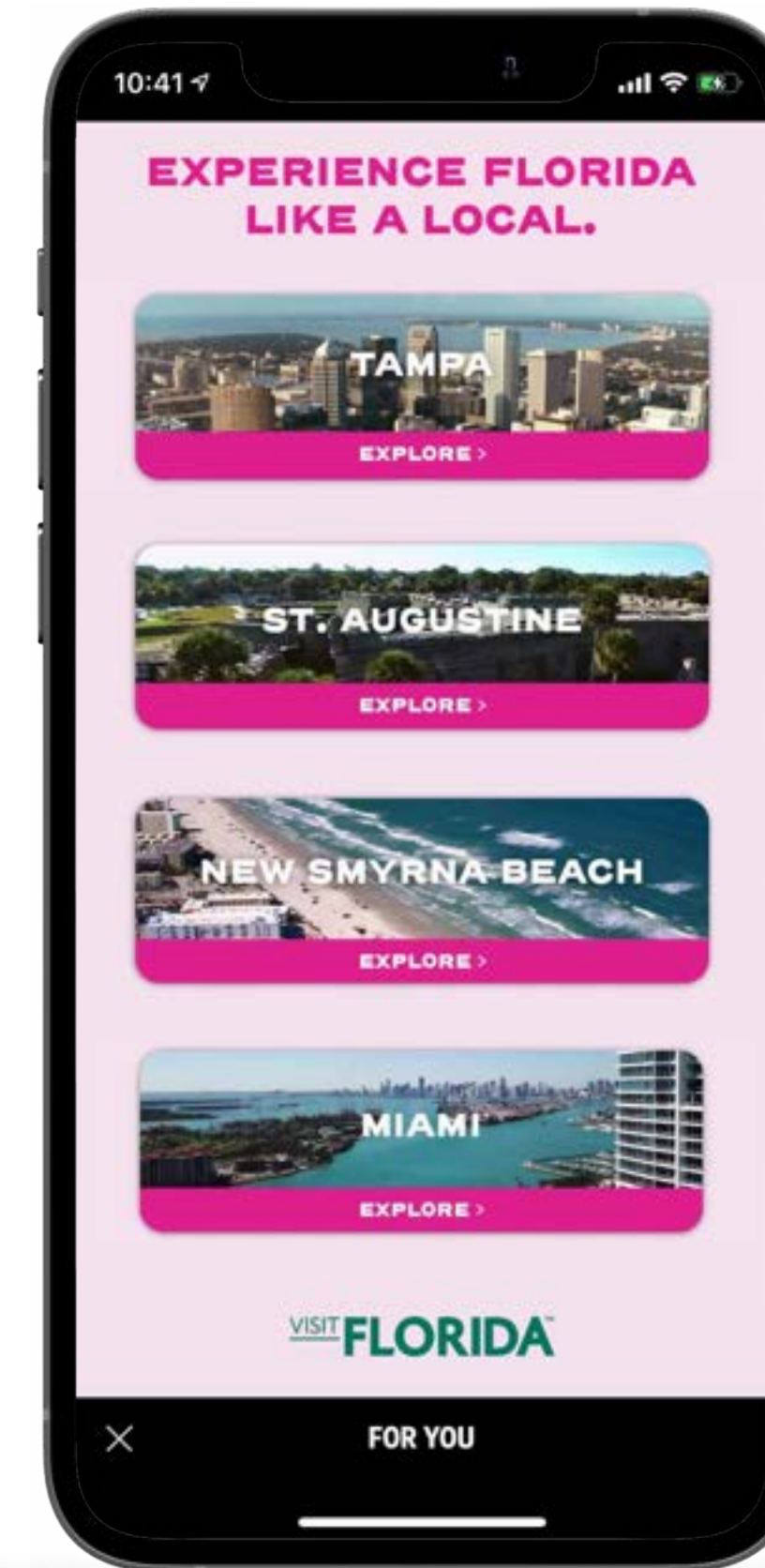
Flipboard's Full Screen Ads are 100% share-of-screen experiences designed to capture audience attention. Leverage bold and immersive rich media formats that can include video, animation, and dynamic hotspots.

**BEST FOR
BRAND AWARENESS**

**BEST FOR
PURCHASE INTENT**



FULL SCREEN AD



HOT SPOT FULL SCREEN AD



FULL SCREEN VIDEO

VIDEO

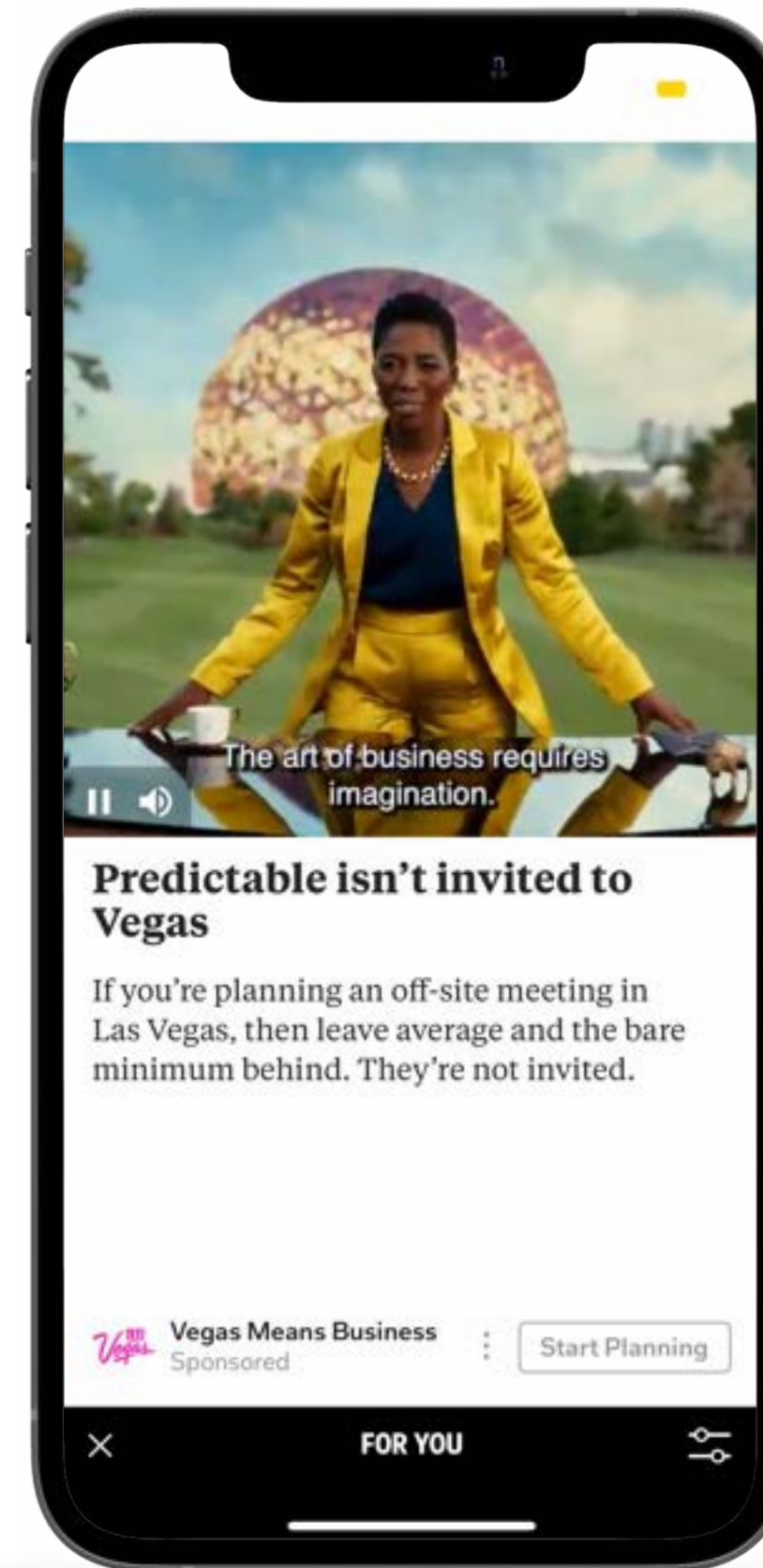
Premium Solutions

Flipboard's Video solutions are designed to bring your brand story to life, with solutions spanning In-Feed Video, Pre-Roll Video, and Native Video formats.

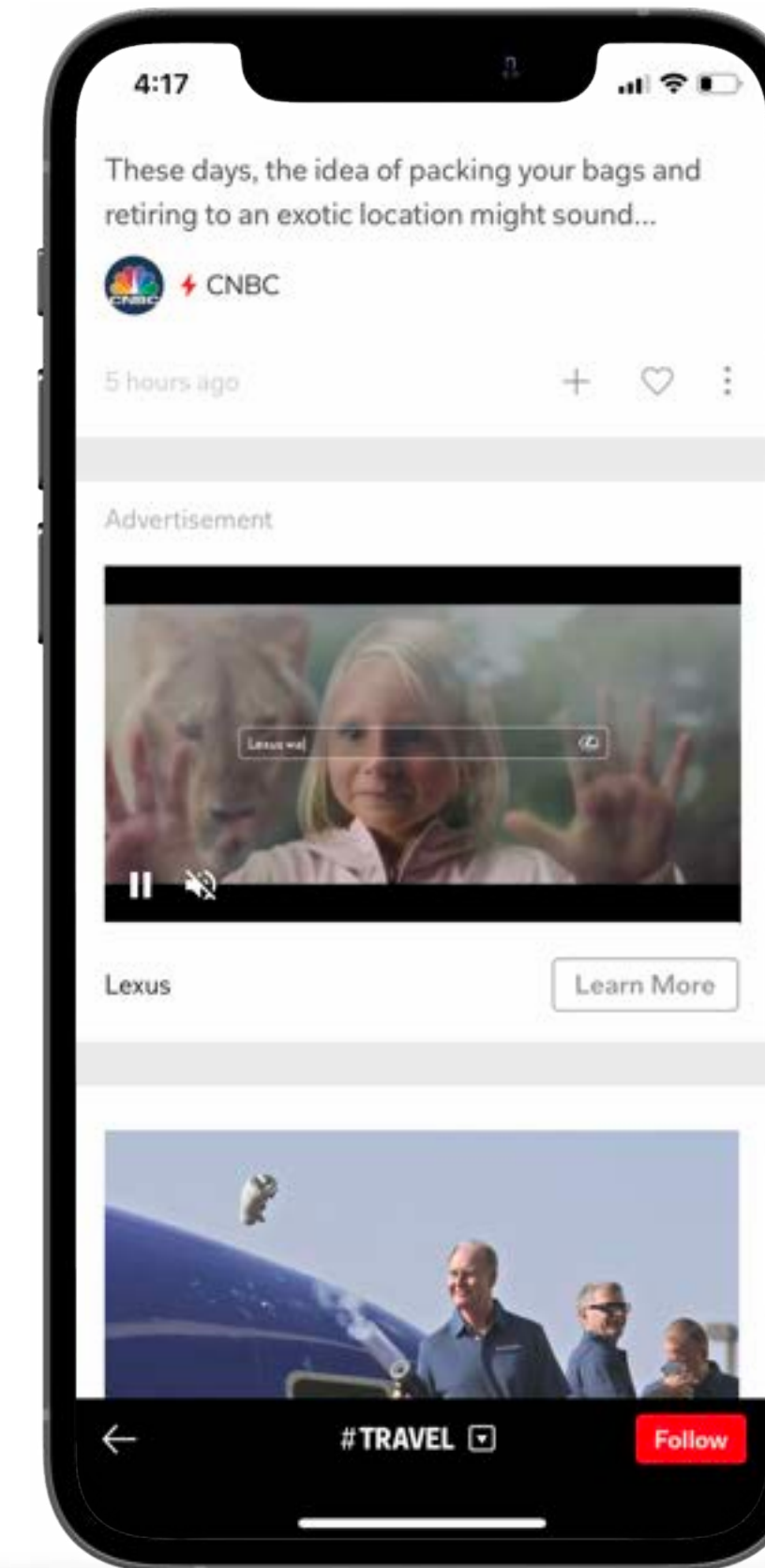
**BEST FOR
BRAND AWARENESS**

**BEST FOR
PURCHASE INTENT**

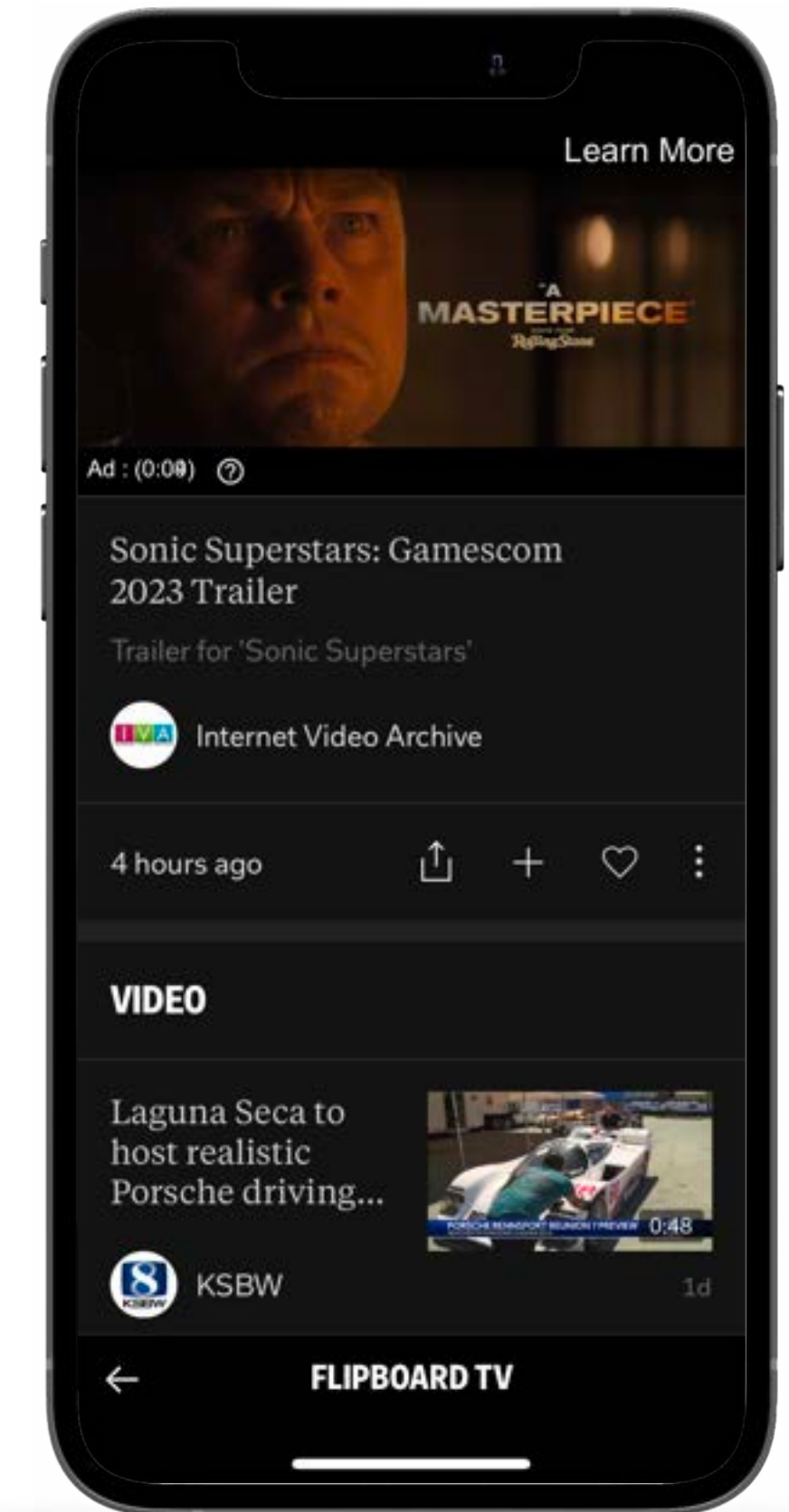
**BEST FOR
VIDEO ENGAGEMENTS**



PROMOTED VIDEO



IN-FEED VIDEO



PRE-ROLL VIDEO

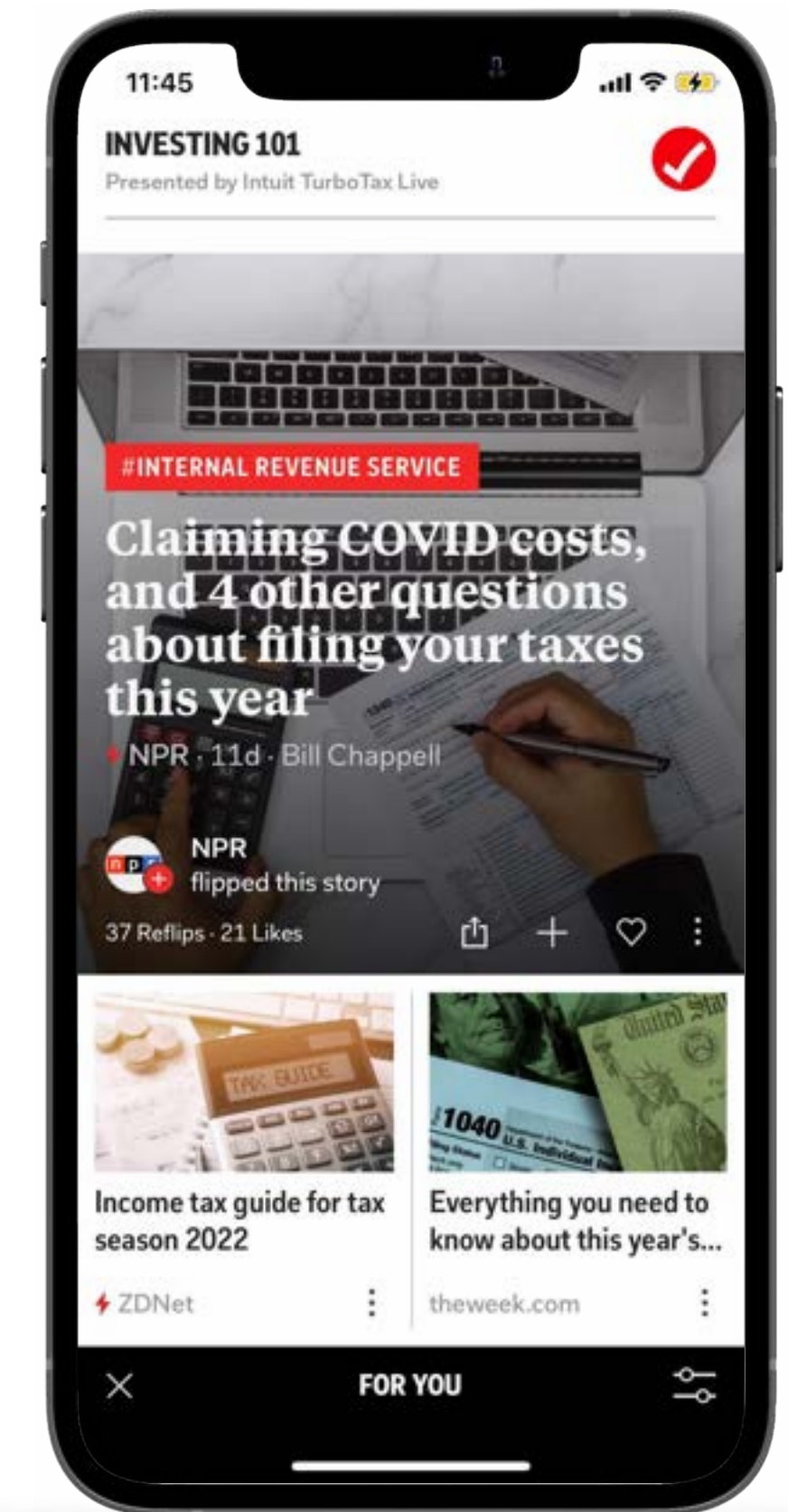
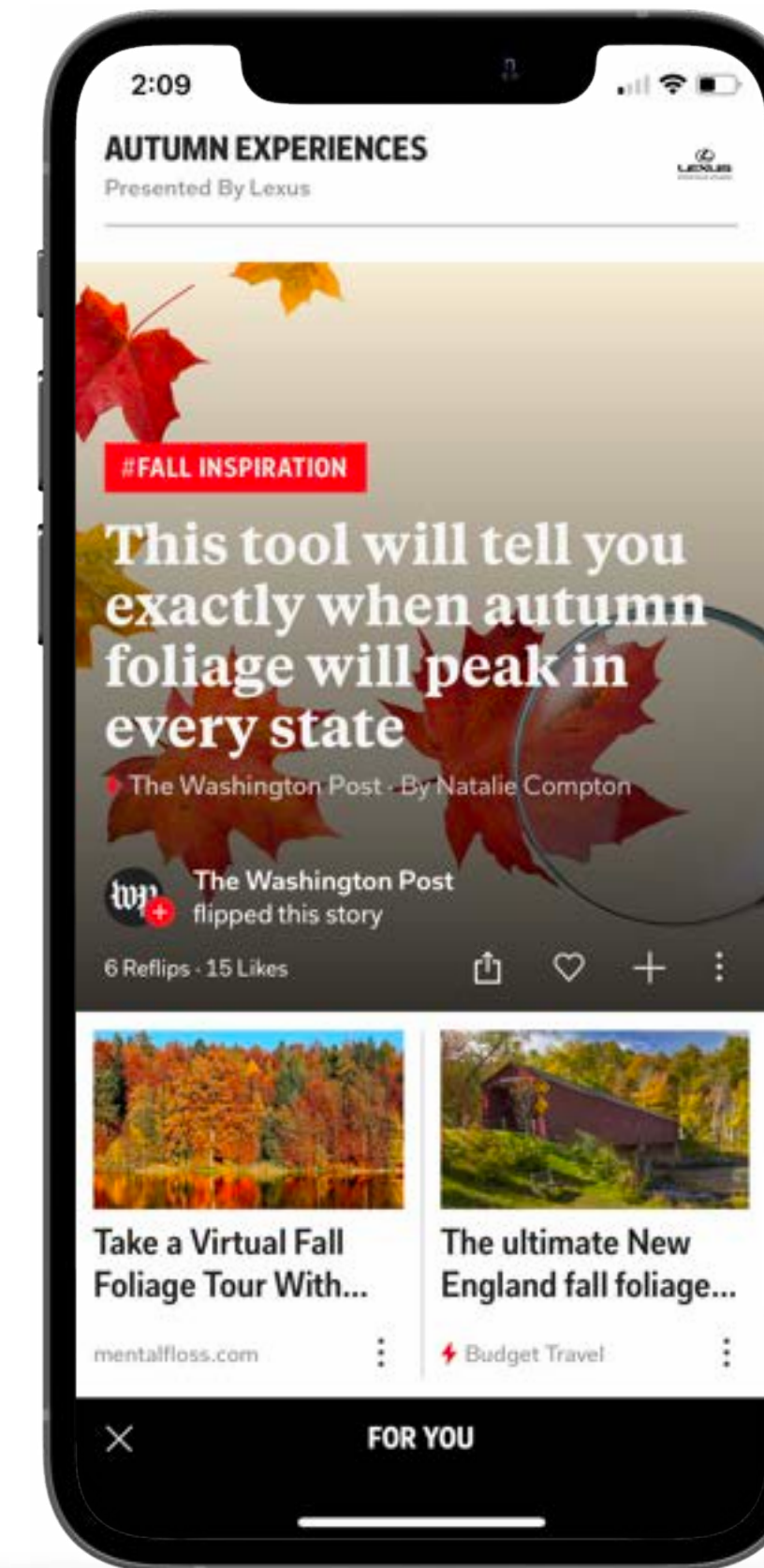
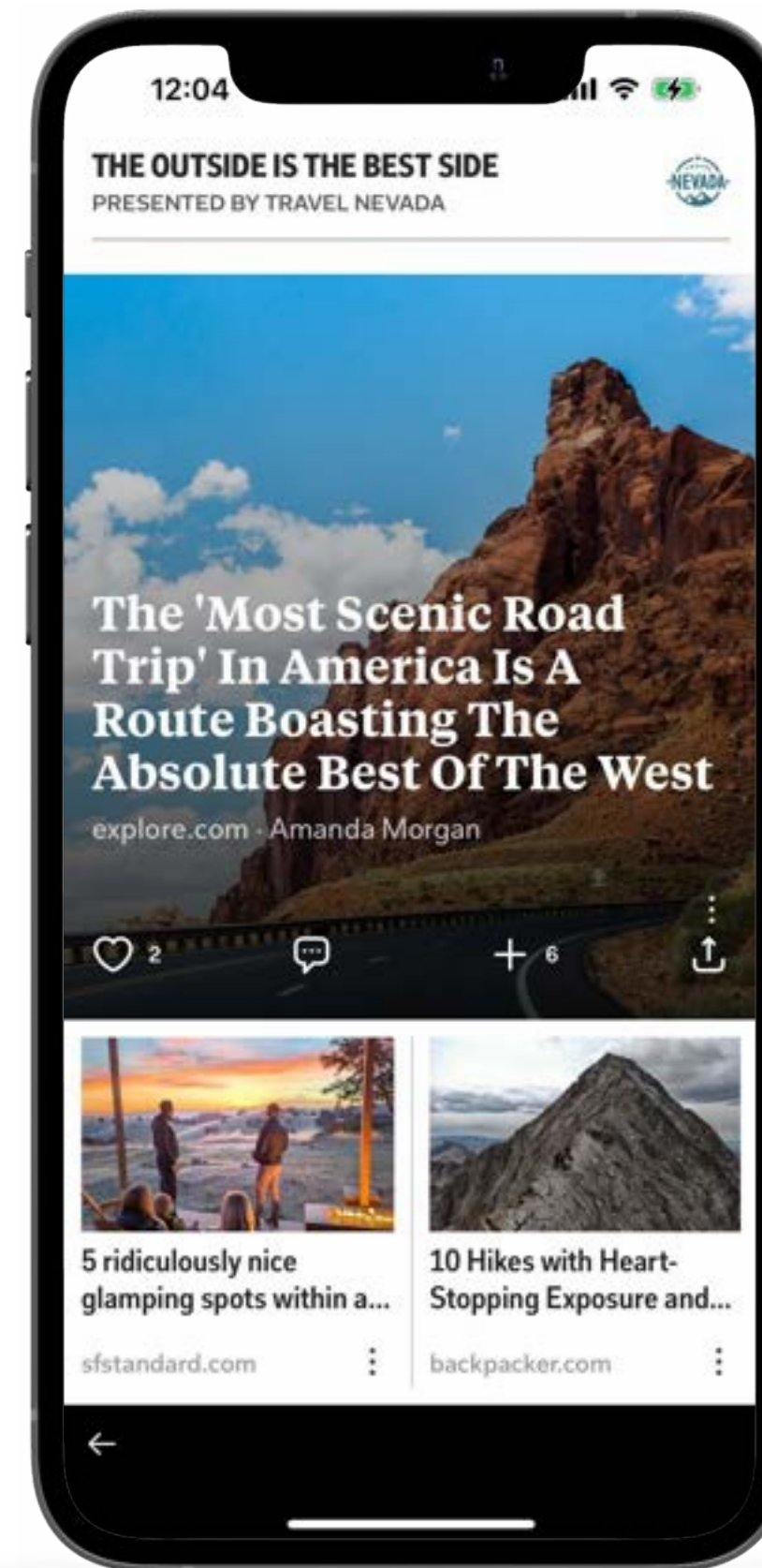
SPONSORSHIPS

Editorial Perspectives

Flipboard's Editorial Sponsorships allow brands to surround best-in-class coverage of major tentpole events and topics. From key holidays and seasonal inspiration to award shows and sporting events, Flipboard's editorial team hand-curates timely stories from top publishers to create a powerful and engaging sponsorship experience.

**BEST FOR
BRAND AWARENESS**

**BEST FOR
BRAND ASSOCIATION**

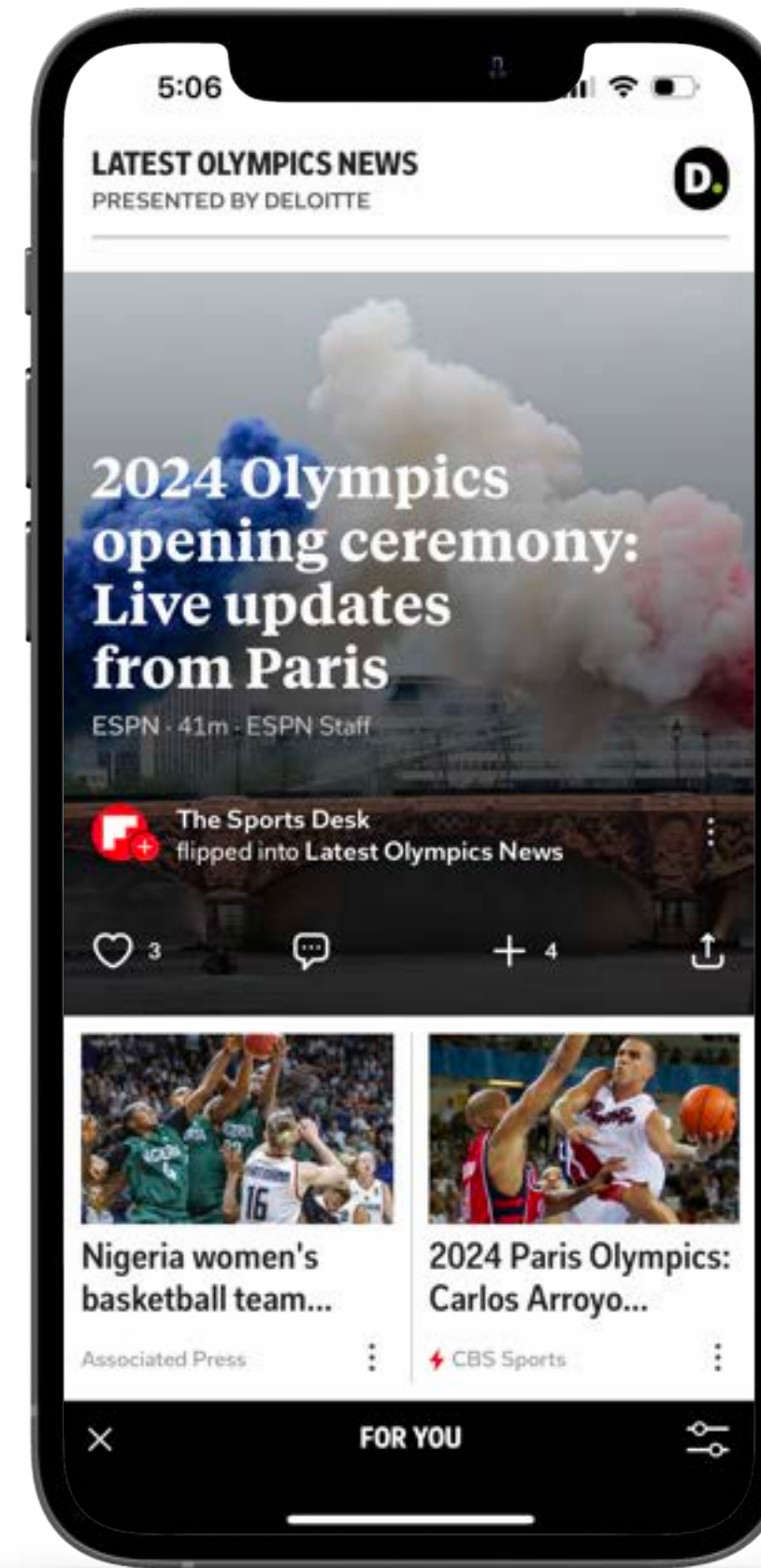


CUSTOM THEMES AVAILABLE

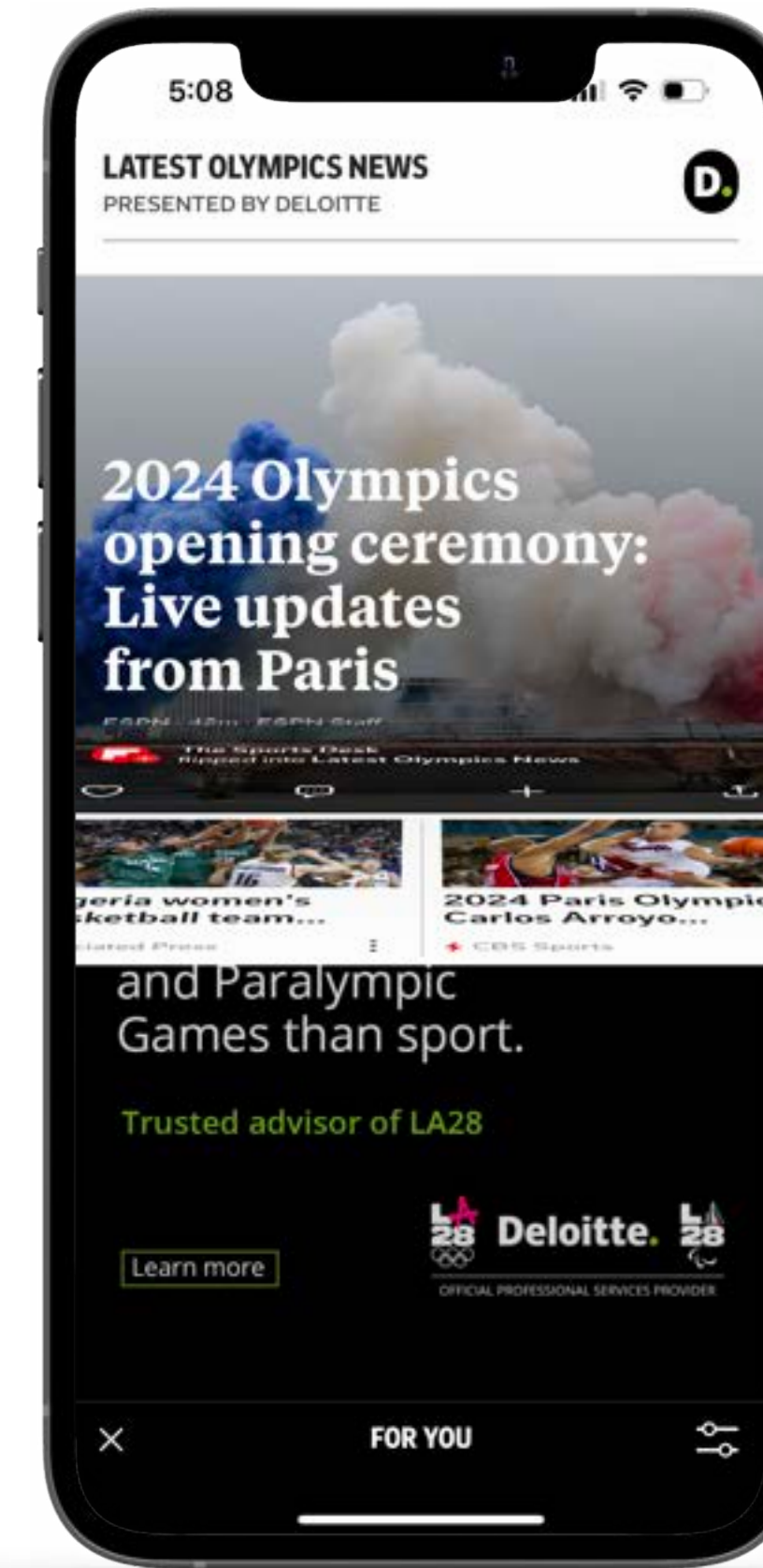
SPONSORSHIPS

In-App Ad Experience

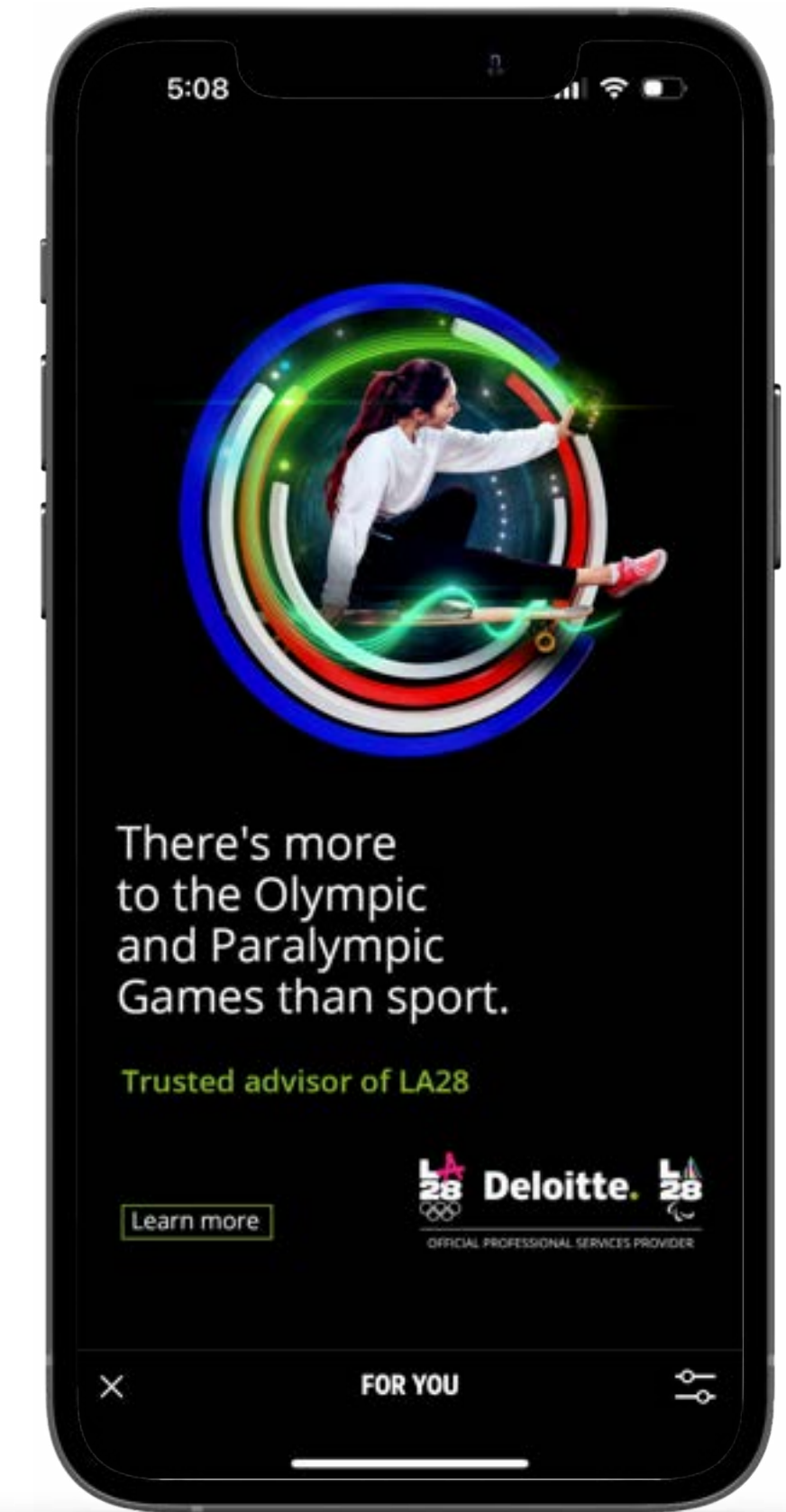
- 100% SOV of Editorial Collection unit with exclusive “Presented By” placement and brand logo
- Full Screen Ad on the flip immediately following the Editorial Collection
- Proprietary first-party targeting to reach users with a provider affinity to the sponsorship topic



SPONSOR LOGO



NEXT FLIP



FULL SCREEN AD

EDITORIAL TENTPOLE CALENDAR

Surround best-in-class editorial coverage of the important tentpoles and key events.

Flipboard's editorial team hand-curates stories from top publishers around the world to create an exceptionally engaging content & brand experience.

JANUARY	FEBRUARY	MARCH	APRIL
<ul style="list-style-type: none"> New Year's Day MLK Day CES Davos NCAA Football Championship Golden Globes Emmy Awards 	<ul style="list-style-type: none"> Black History Month Super Bowl Grammy Awards Mobile World Congress Valentine's Day Mardi Gras 	<ul style="list-style-type: none"> Women's History Month International Women's Day Oscars March Madness St. Patrick's Day MLB Opening Day SXSW 	<ul style="list-style-type: none"> Earth Day Tax Day Ramadan Passover Easter Masters Tournament Coachella
MAY	JUNE	JULY	AUGUST
<ul style="list-style-type: none"> AAPI Heritage Month Mother's Day G7 Summit NBA Playoffs PGA Golf Championship French Open Cannes Film Festival 	<ul style="list-style-type: none"> LGBTQ Pride Month Father's Day Juneteenth G7 Summit Tony Awards WWDC VidCon Los Angeles 	<ul style="list-style-type: none"> Fourth of July Amazon Prime Day Tour de France Wimbledon MLB All-Star Game 	<ul style="list-style-type: none"> Back to School Black Business Month Women's Equality Day Tennis US Open
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<ul style="list-style-type: none"> Tennis US Open Hispanic Heritage Month G20 Summit NFL Fall Football 	<ul style="list-style-type: none"> World Space Week Indigenous People's Day World Food Day MLB World Series Halloween 	<ul style="list-style-type: none"> Native American Heritage Month Thanksgiving Black Friday Cyber Monday Small Business Saturday COP30 	<ul style="list-style-type: none"> Holiday Gift Guides Holiday Planning Hanukkah Christmas Kwanzaa New Year's Eve

✳️ **CUSTOMIZABLE SPONSORSHIP OPPORTUNITIES AVAILABLE** with dedicated curation from Flipboard's editorial team



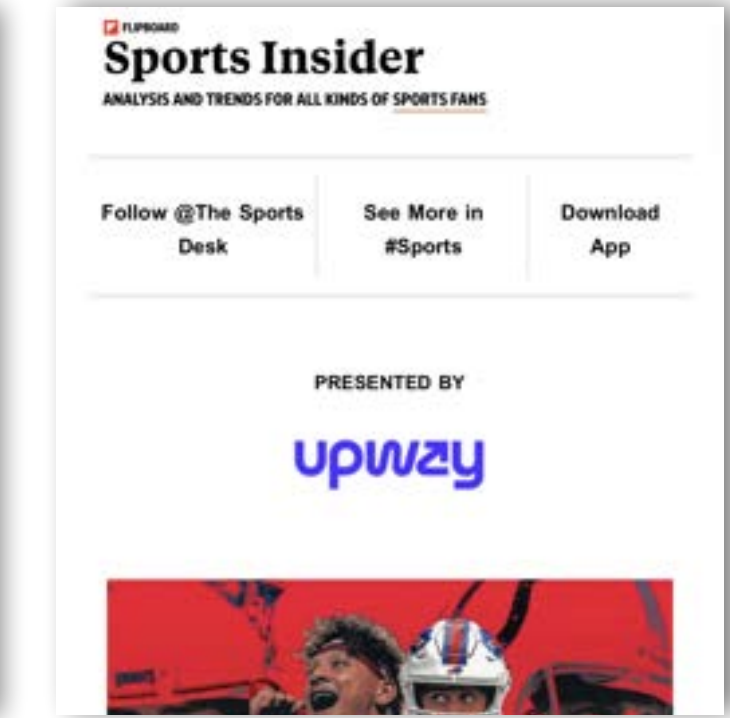
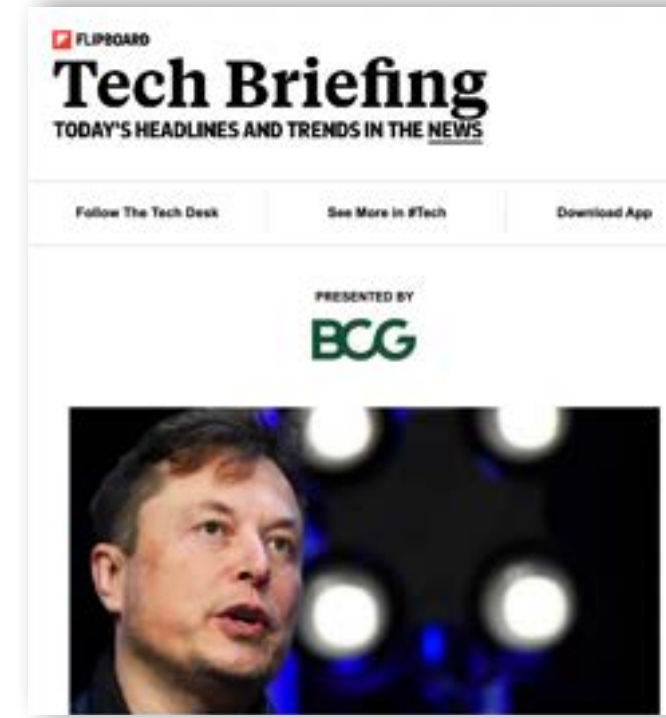
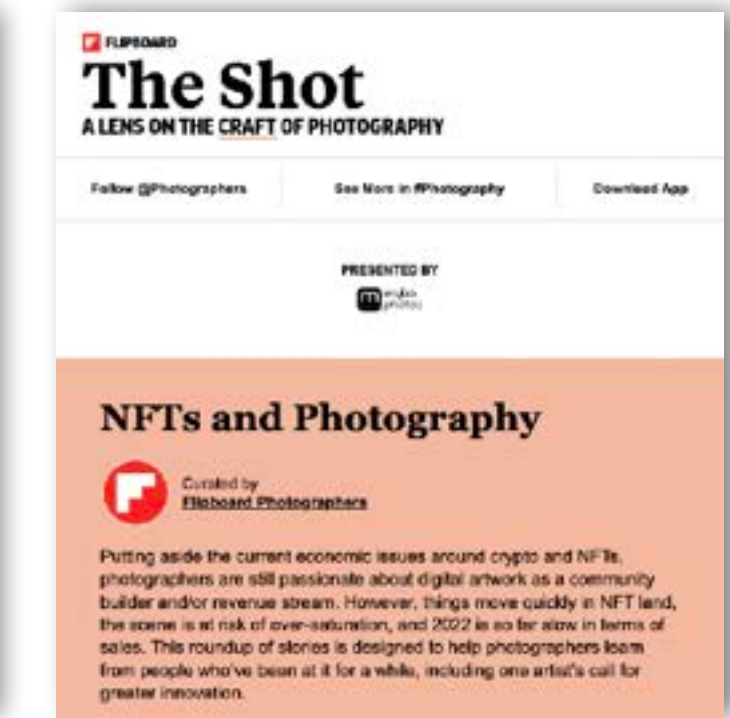
NEWSLETTERS

Email Sponsorships

Flipboard's email newsletters are a must-read experience designed to inform, inspire, and empower our readers with insights on the topics that matter most. Flipboard newsletters provide our exceptionally engaged audience with valuable information they trust and rely on.

**BEST FOR
BRAND AWARENESS**

**BEST FOR
BRAND ASSOCIATION**



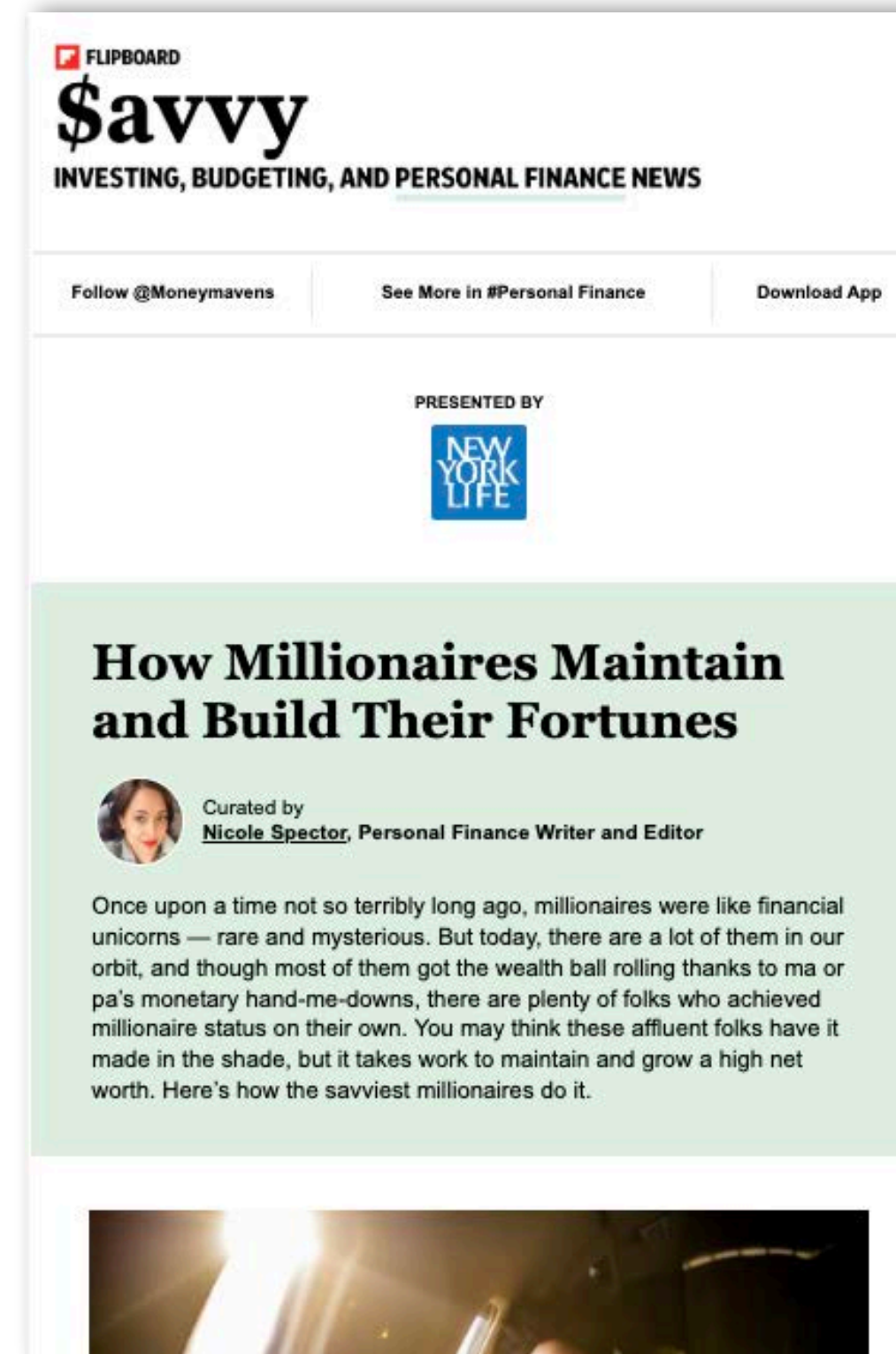
NEWSLETTERS

100% SOV Ad Experience

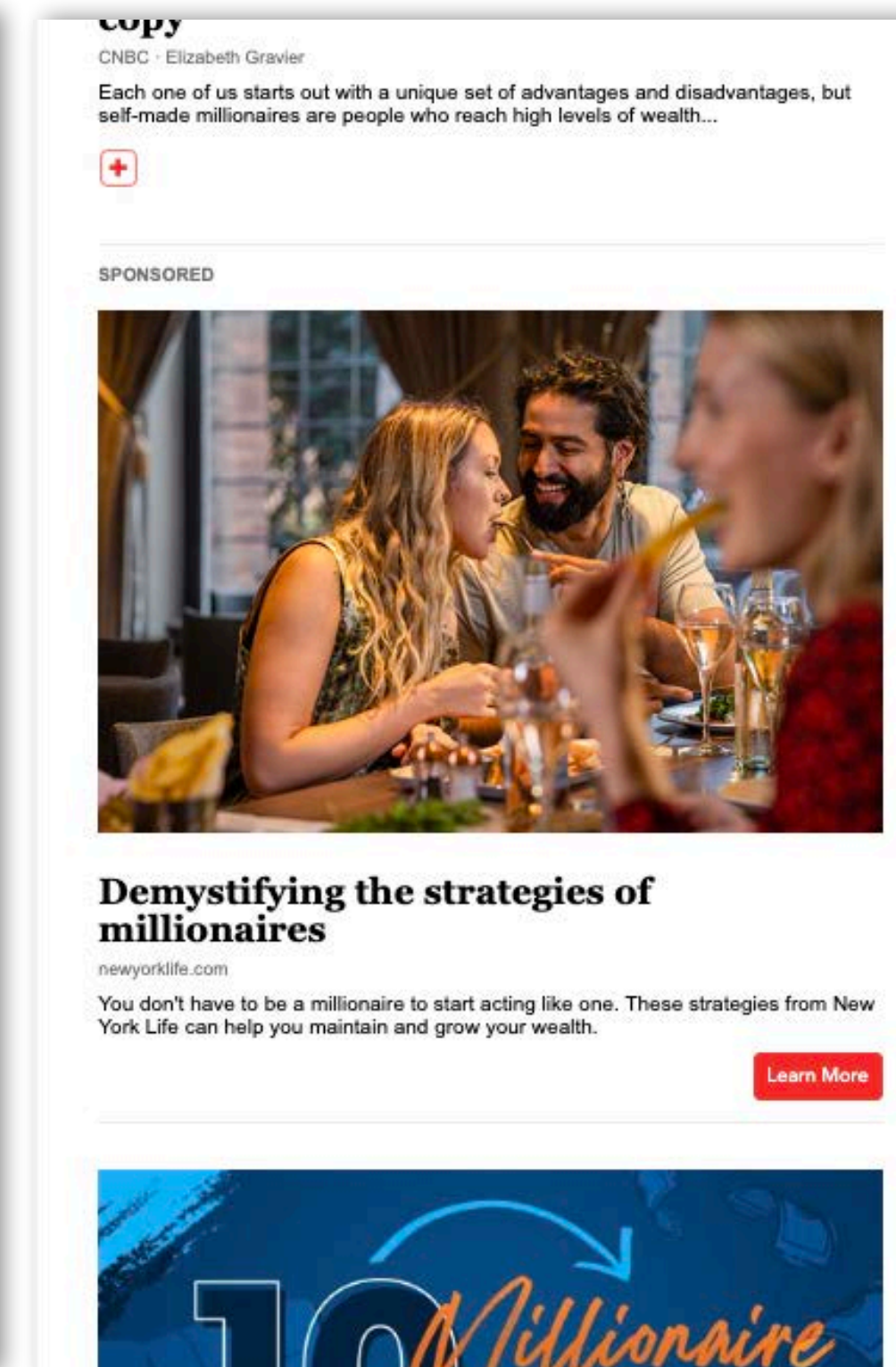
Prime exposure at the top of the newsletter with “Presented By” brand logo

Promoted Content unit embedded seamlessly within the newsletter body

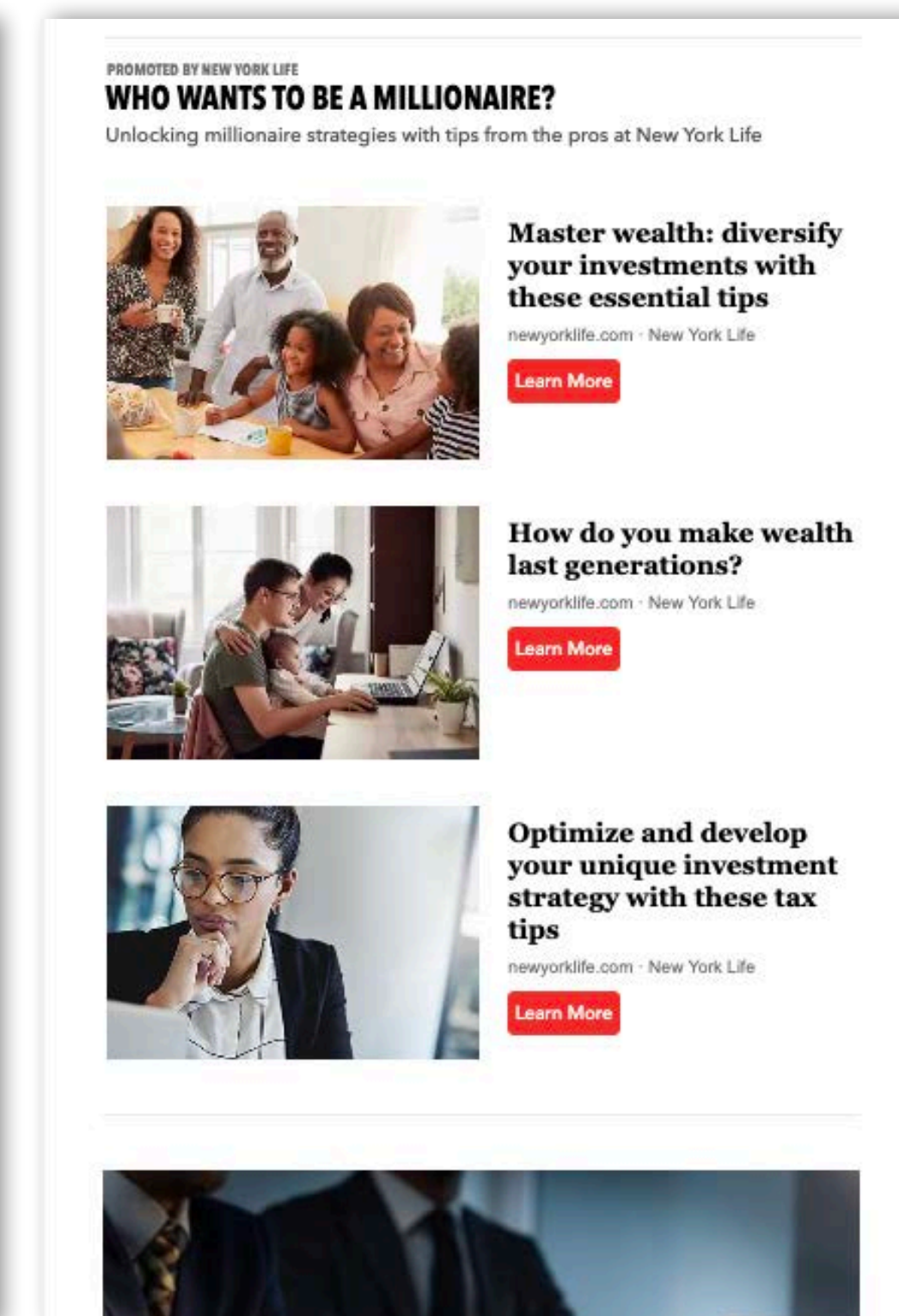
Customizable brand copy within a format that is highly native to organic editorial



PRESENTED BY LOGO



PROMOTED CONTENT



PROMOTED COLLECTION

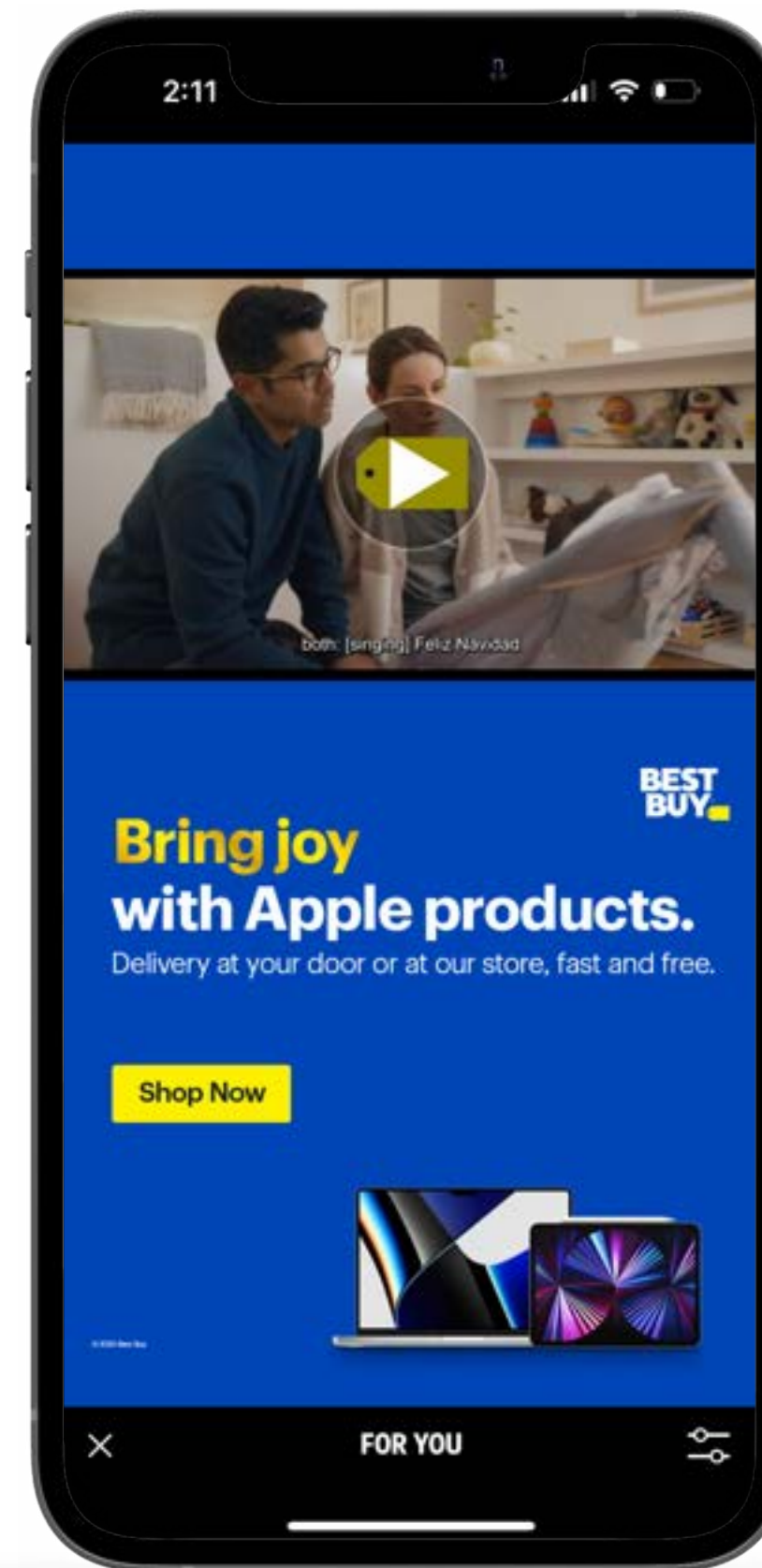
TAKEOVERS

High-Impact Takeovers

Flipboard's Takeovers allow brands surface your brand message front and center, providing prime exposure for brands. Whether it is a First Ad App Takeover or Newsletter Takeover, Flipboard offers Brands the exclusive opportunity to own our audience exclusively.

**BEST FOR
BRAND AWARENESS**

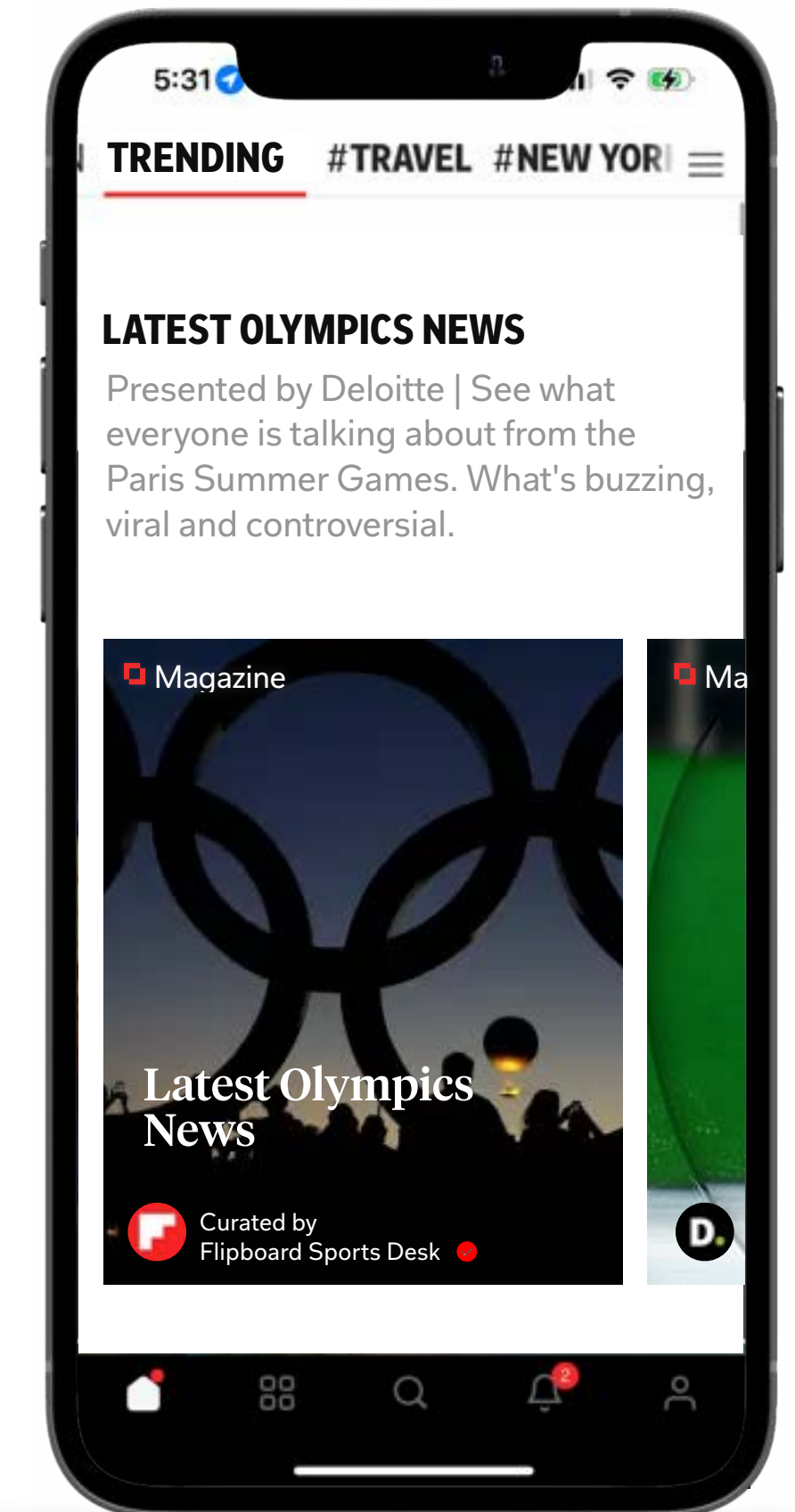
**BEST FOR
BRAND ASSOCIATION**



1ST ADS APP TAKEOVER



NEWSLETTER TAKEOVER



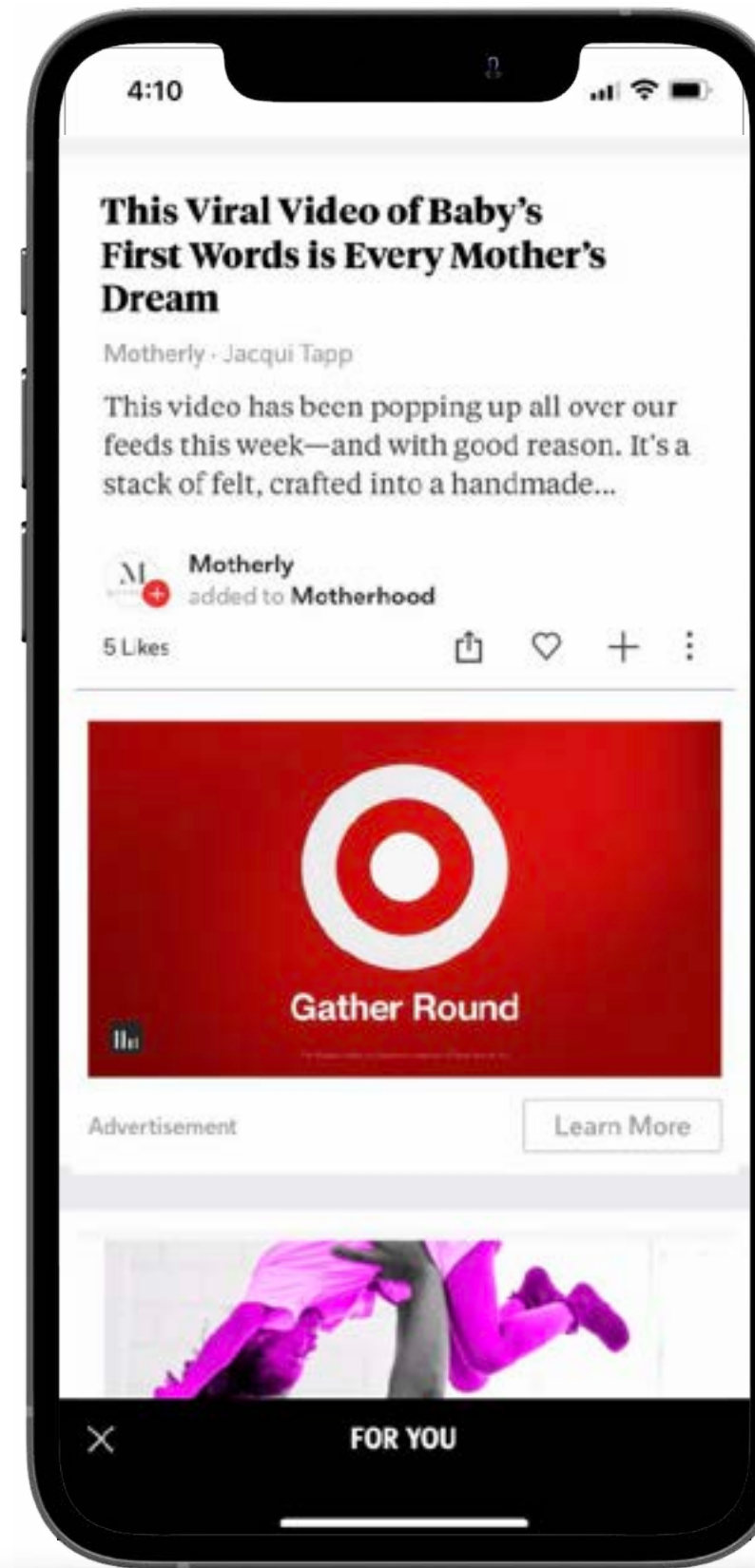
TRENDING TAKEOVER

PROGRAMMATIC

PG, PMP, OMP

Flipboard's in-app environment provides a 100% brand-safe option for distributing turnkey standard and native assets at scale. Our programmatic native ads are constructed to take the same look, feel, and function of our premium in-feed environment.

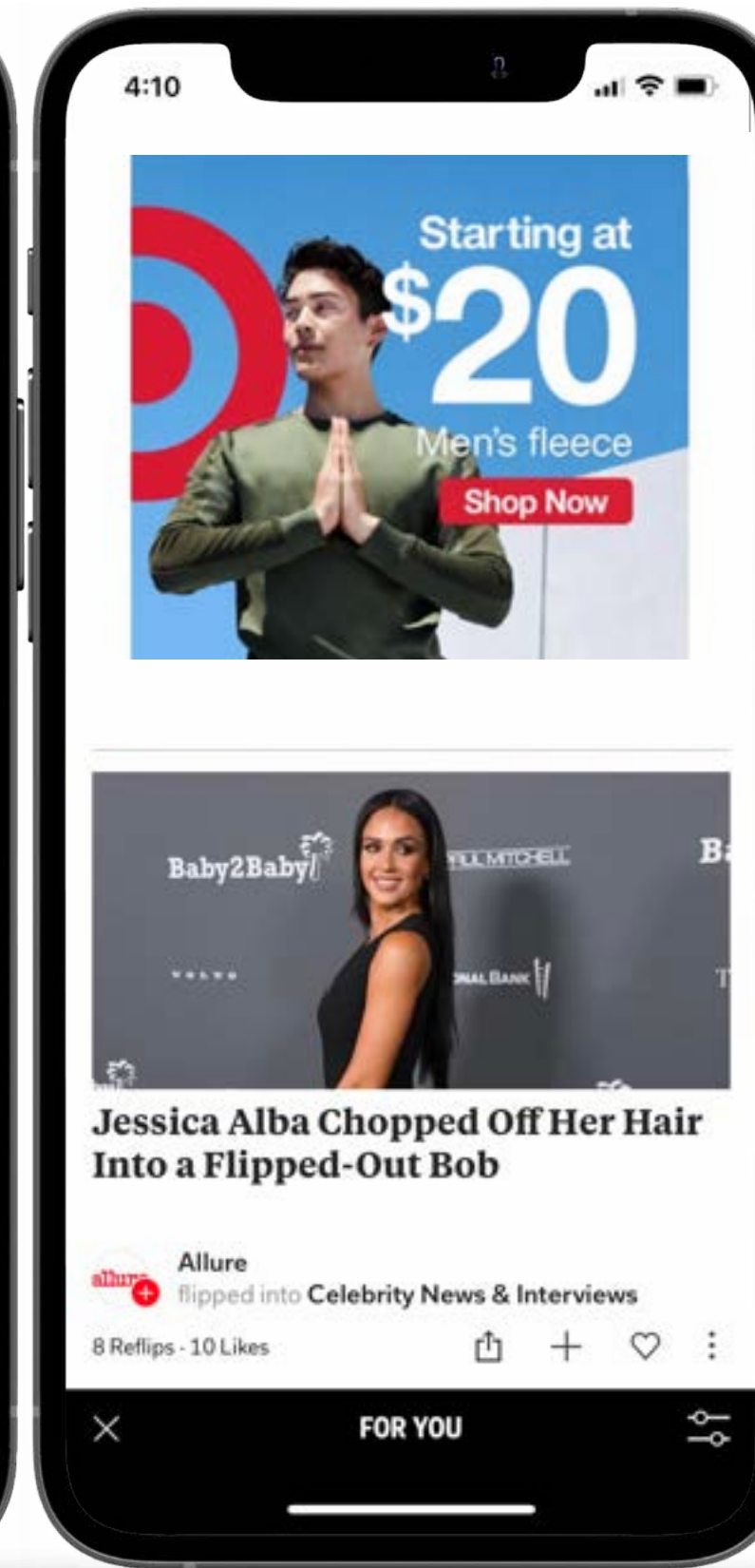
Leverage Flipboard's 1P Interest Targeting to reach audiences with affinities.



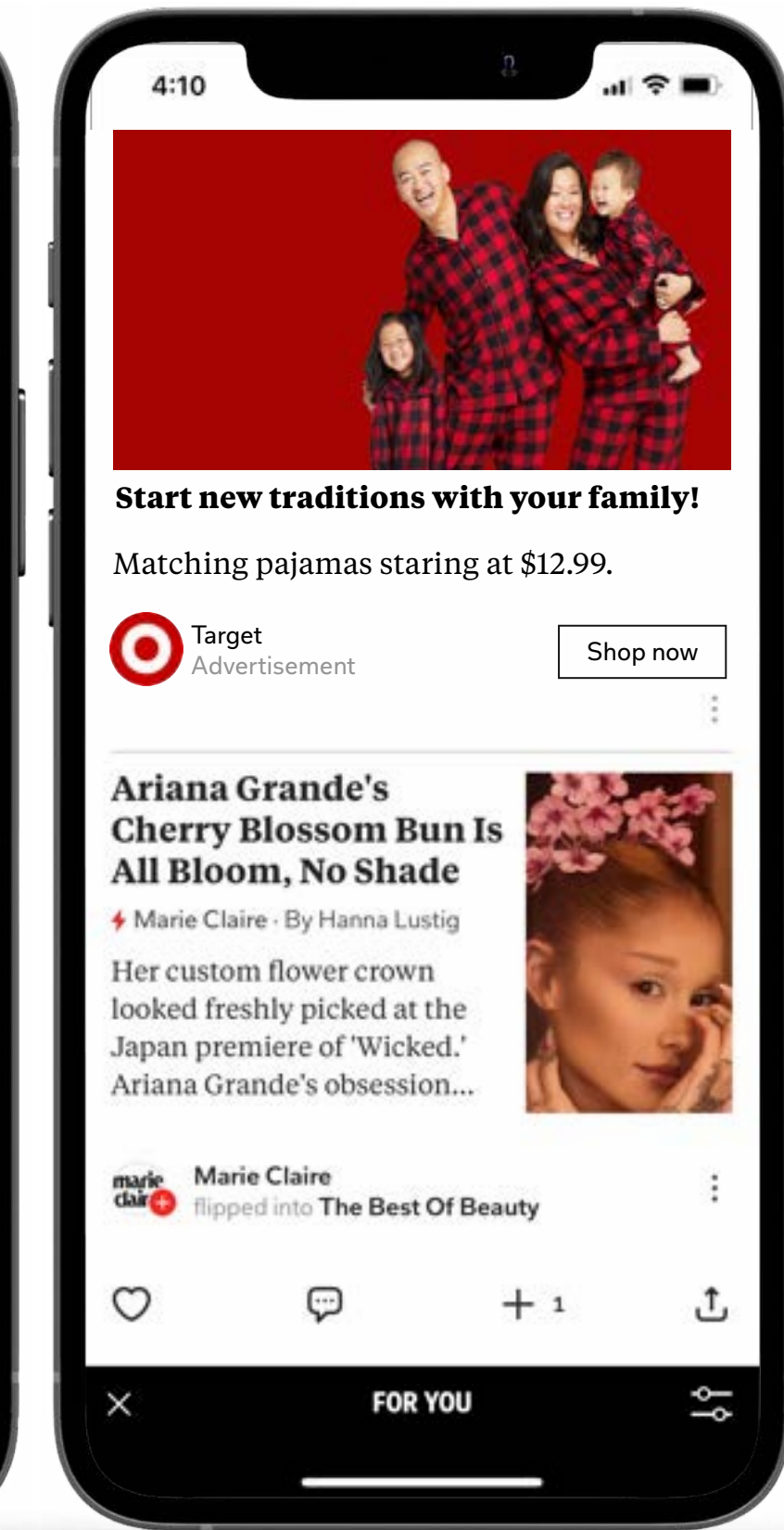
IN-FEED & PRE-ROLL VIDEO



300X600 DISPLAY



300X250 DISPLAY



NATIVE

PUBLISH

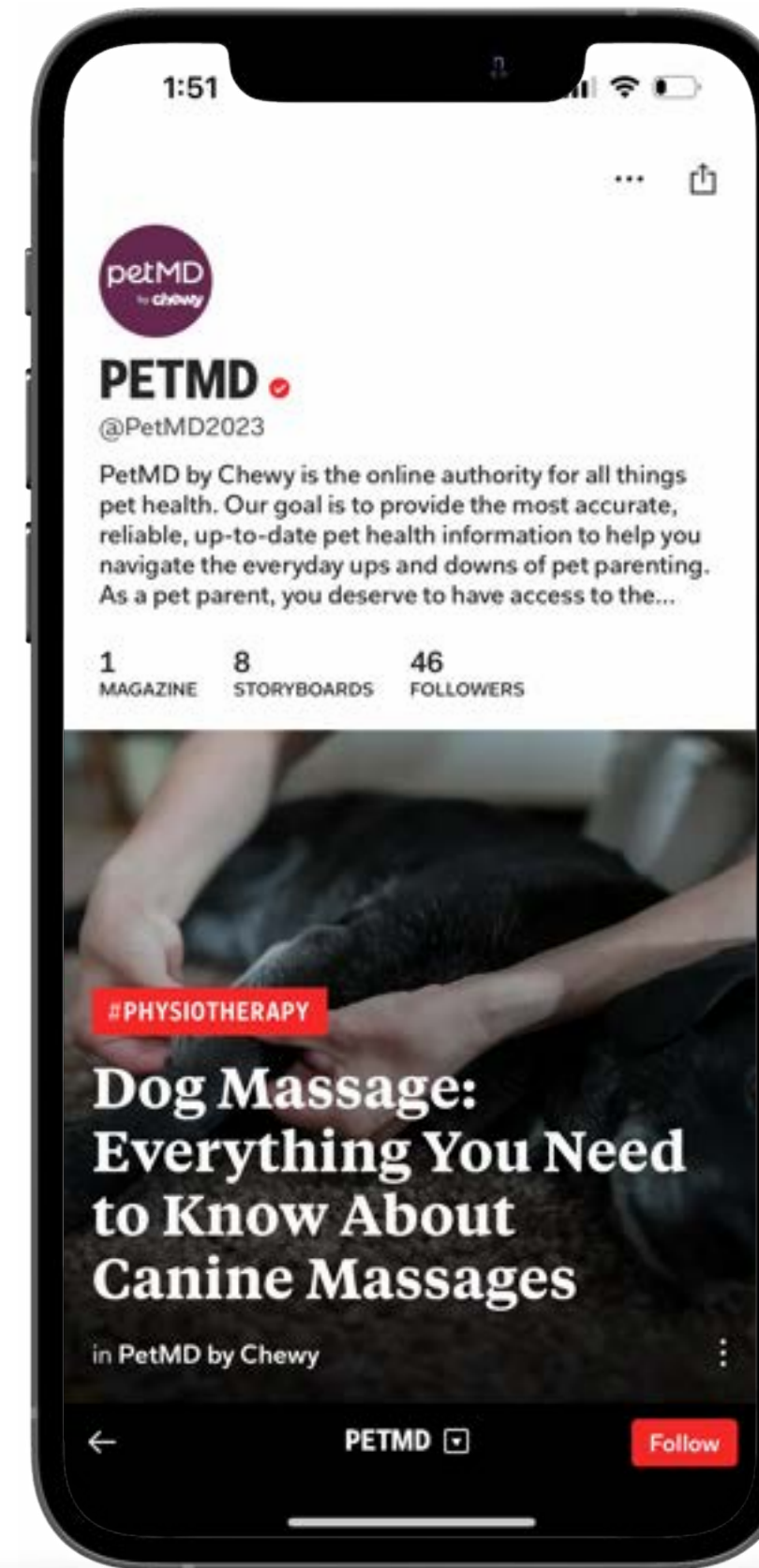
Become a Verified Brand Publisher

Flipboard's Brand Discovery Program enables brands to natively promote first or third-party content alongside premium editorial throughout the Flipboard app.

**BEST FOR
BRAND FAVORABILITY**

**BEST FOR
BRAND ASSOCIATION**

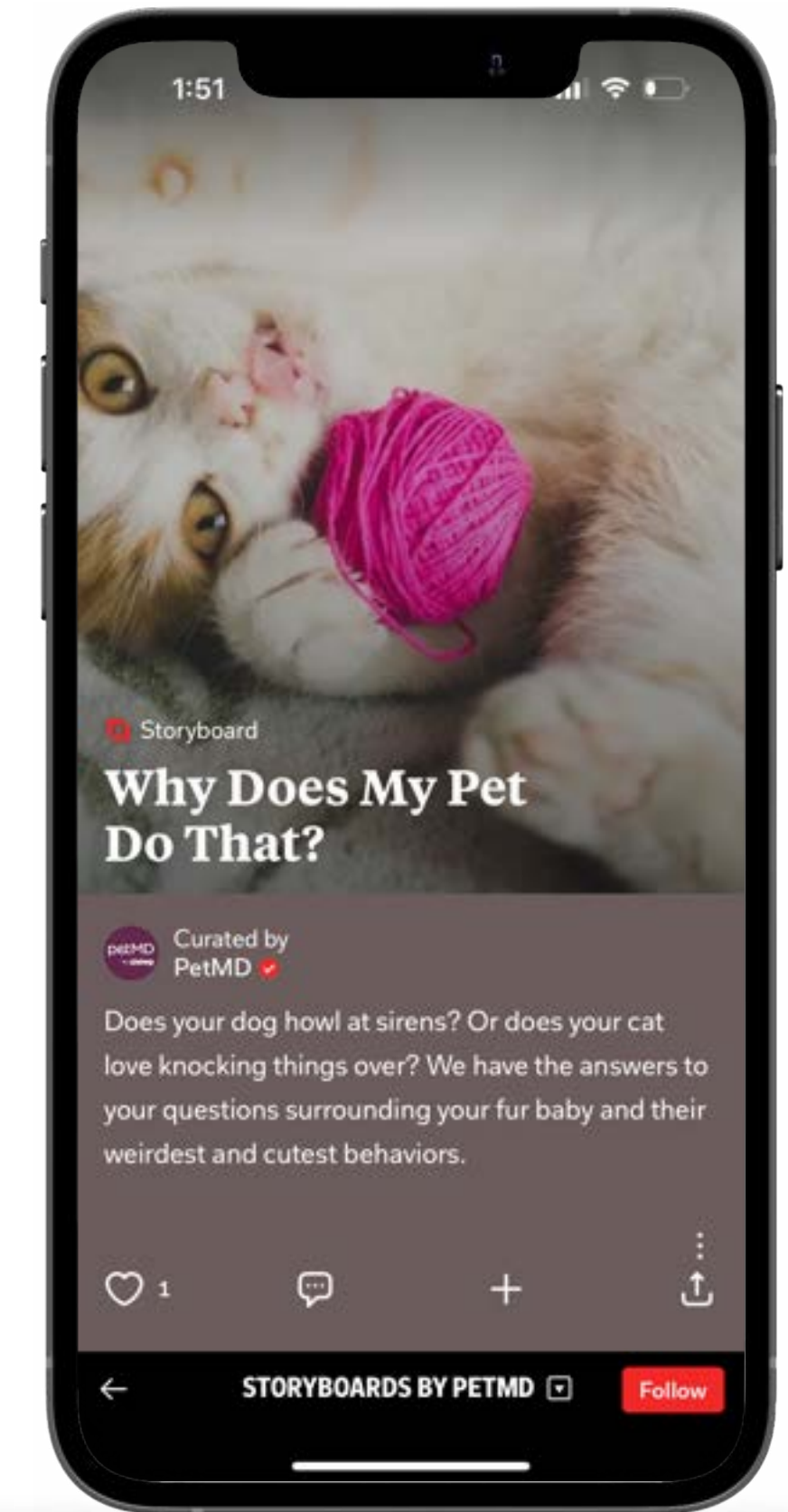
**BEST FOR
QUALITY TRAFFIC**



BRAND PROFILE



PUBLISHING TOOLS TO PROMOTE BRAND





QUALITY EXPERIENCE



QUALITY RESULTS



7.2X GREATER
CONSIDERATION INTENT

5.3X GREATER
BRAND AWARENESS

1.9X GREATER
AD RECALL





**PERSONALIZED
CONTENT**

**WITH OVER 30,000 TOPICS
TO CHOOSE FROM**

**POWERED BY 4,000+ OF THE
WORLD'S BIGGEST PUBLISHERS**

**ENHANCED BY THE
WORLD'S BEST BRANDS**



THIS IS FLIPBOARD



THANK YOU!

Flipboard Team
advertising@flipboard.com

TECHNOLOGY



FILM



TRAVEL



COOKING



SNOWBOARDING



FLIPBOARD DRIVES RESULTS FOR BRANDS

	Brand Awareness	Brand Favorability	Consideration Intent
Native Ads	8.7 Lift on average	9.4 Lift on average	6.4 Lift on average
High Impact Ads	4.2 Lift on average	2.6 Lift on average	8.1 Lift on average
Video Ads	7.8 Lift on average	5.1 Lift on average	12.0 Lift on average
Campaign	5.3 Lift on average	5.3 Lift on average	7.2 Lift on average

As measured by Kantar Millward Brown across Brands on Flipboard

FLIPBOARD & ARRIVALIST

VISITATION MEASUREMENT PARTNERSHIP

Unlock travel insights with the largest visitation measurement partner, tracking media attribution and more for our valuable advertising partners; providing new data to key questions about travel behaviors: Who, From Where To Where, How Long, and When?



UNLOCK VALUABLE TRAVEL INSIGHTS

A new level of visitor intelligence: learn what motivates consumers to visit destinations, who they are, where are they traveling from, for how long, and when.

MEASURE THE JOURNEY WITH FLIPBOARD

Understand Flipboard's impact on visitation and how it impacts travel behavior. Optimize campaigns based on media effectiveness, arrival and stay lift.

MEASURE ANY DESTINATION

Arrivalist provides the largest destination media data set of its kind with 90+ destinations ranging from states, cities, theme parks, airports, and more.



71.9% Flipboard Exposed Arrival Rate Higher than Control



57.9% Flipboard Exposed Stay Rate Higher than Control



*MEASURED IN 1H 2024 CAMPAIGNS

FLIPBOARD & ADELAIDE

ATTENTION MEASUREMENT PARTNERSHIP

In today's fragmented media landscape, impression quality and outcomes can be inconsistent. Flipboard has partnered with Adelaide to measure media quality of our platform, proving to deliver high attention grabbing media for clients.



WHY ATTENTION MATTERS

Higher attention is more likely to make lasting impressions. Attention metrics deliver more impactful and efficient business outcomes than existing metrics.

LEADING MEDIA QUALITY METRIC

AU is a metric directly correlated to positive brand outcomes - the higher the AU score, the more likely an impression is to lead to a positive result.



1.3X above Attention Unit Display Benchmark*



39AU above Facebook, Reddit, TikTok, LinkedIn, Snapchat, Pinterest, Instagram*

