FLIPBOARD

A content discovery platform designed to inform and inspire your work, life & play.

Our innovative platform allows users to read, watch and listen to the world's best storytellers on the topics that matter most to you.
QUALITY MATTERS

Flipboard presents relevant stories from thousands of world-class publishers within a gorgeous user interface.

Strategy
Flipboard has a team of editorial experts and editors. They work around the clock all over the world to maintain the highest journalistic standards and quality of content.

Always Safe
By pairing the world’s leading media companies — verified, hand-selected, vetted for quality — Flipboard ensures a premium, safe environment.

Uncluttered Mindset
Within a chaotic media landscape, our attention to detail, carefully curated content and immaculate user interface create an experience that cultivates the clearest, uncluttered and most receptive mindset for our users.
## CUSTOMERS FOR EVERY BRAND

### 145MM+

<table>
<thead>
<tr>
<th>Global</th>
<th>Gender</th>
<th>Household Income</th>
<th>Attributes</th>
</tr>
</thead>
<tbody>
<tr>
<td>32% Asia</td>
<td>62% Male</td>
<td>159 Index Top 25%</td>
<td><strong>1.7X</strong> More likely to learn about products and services from mobile ads</td>
</tr>
<tr>
<td>24% Europe</td>
<td>38% Female</td>
<td>179 Index Top 10%</td>
<td>95% Primary shopper in households</td>
</tr>
<tr>
<td>17% N. America</td>
<td></td>
<td></td>
<td>77% Love to try new products</td>
</tr>
<tr>
<td>14% S. America</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9% Middle East</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>3% Africa</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1% Oceania</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16-24</td>
<td>30%</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>25-34</td>
<td>33%</td>
<td>1.7X</td>
<td></td>
</tr>
<tr>
<td>35+</td>
<td>37%</td>
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</tbody>
</table>

Source: GlobalWebIndex, Q4 2017-Q3 2018 Flipboard Global, Flipboard Proprietary Data
DELIVERING MEANINGFUL OUTCOMES

Reaching this discerning audience in this particular mindset is a unique opportunity to create brand love.

This Drives Results

On average we perform 100% over industry benchmarks in awareness. But they don’t just remember you. They want to be your customers, with an average of 50% over benchmarks in lift in purchase intent.

+40% Awareness
Over Industry Benchmark

+30% Purchase Intent
Over Industry Benchmark

Source: Flipboard/Millward Brown Cumulative Results 2017-2018,
DYNAMIC TARGETING

We have sophisticated first-party data for targeting to connect brands with the right people, with the right messages, in the right moments.

**Interest Targeting**
As an interest-based platform, we connect your brand to audiences through their interests and passions using our proprietary Interest Graph data.

**Audience Targeting**
Curated audience segments built using demographic and behavioral data from premium third-party sources.
UNPARALLELED AD EXPERIENCE

Whether you are interested in video, brand content or beautiful full screen ads, we present your brand in the most uncluttered, premium environment anywhere online.

Units Featured
Full Screen Ads
Promoted Collection
Cinema Loop
PREMIUM PROGRAMMATIC

Programmatic within a high-quality, brand-safe environment has never been simpler. Flipboard’s PMP solutions are a powerful way to distribute your brand assets and captivate your audience at scale.

Units Featured
Native Ad
Standard Display
In-Feed Video
WHY FLIPBOARD?

The world's best content

In an unparalleled user experience

Drawing the highest quality audience

In the most receptive mindset

With the world's most desired brands
THANK YOU

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