THIS IS FLIPBOARD

A digital platform where people discover, share, and curate content around their passions and interests.

Each user customizes their Flipboard to easily find content that informs and inspires them.
Flipboard brings the world’s top content creators and most innovative brands together to create an unparalleled experience for users.

Whether it’s long-form written content, premium video, or useful products, Flipboard is a premium destination for these trusted voices to amplify all they have to offer.
A UNIQUE, PERSONALIZED EXPERIENCE

The content delivered throughout Flipboard — including the ads and commerce — are catered to individual interests to provide a highly relevant environment in which brands can play.
ON FLIPBOARD, USERS ACTIVELY SEEK INSPIRATION AND INFORMATION

71% Value Learning New Skills
1.7X More Likely To Try New Things
1.5X More Likely To Seek Advice

800MM Visits To Premium Content Each Month
10MM Content Shares Each Month
100MIN Weekly Time Spent Per User

Source: GlobalWebIndex, Flipboard Audience, United States Q4 2019-Q3 2020
100MM
GLOBAL MONTHLY ACTIVE USERS

AGE
16% 18-24
25% 25-34
22% 35-44
37% 45+

EDUCATION
168 Index Post-Grad
135 Index University

FAMILY
59% 1 or more Child
52% Married

GENDER
47% Male
53% Female

HHI
190 Index $200k+
156 Index $150-200k
152 Index $115-150k
Median $100k²

Source: GlobalWebIndex, Flipboard Audience, United States Q4 2019-Q3 2020; ¹Flipboard Proprietary Inventory Data; ²Comscore October 2020
FIRST PARTY INTERESTS

Flipboard’s proprietary Interest Graph allows brands to target by topic affinity, leveraging real-time signal from the content being discovered, curated, and shared on the platform.

With 200 available Interests that cover the full breadth and depth of user passions, brands can ensure their message reaches a uniquely receptive audience.
Flipboard’s editorial team hand curates stories from the world’s top content creators brands to cover the events and topics that matter most to users.

- Always-on Curation
- Tentpole Moments
- Premium Newsletters
PROMOTE YOUR BRAND’S VALUE WITH BEST-IN-CLASS NATIVE

By understanding what matters to consumers, brands can promote relevant messaging in the same form and function as world class content creators.

- Promoted Storyboard
- Promoted Content
- Promoted Collections
Brands can complement their native experience with high-impact display and highly performant standard video.

- Full Screen Ads
- Full Screen Video
- In-Feed Video
LEVERAGE THE EFFICIENCY OF PROGRAMMATIC BUYING

Standard capabilities are available through Private Marketplace and Programmatic Guaranteed channels.

- In-Feed Video
- Standard Display
- Constructed Native
Pairing first-party targeting with high-impact mobile ad executions allows brands to earn the attention of Flipboard’s engaged audience for meaningful results.

Source: Flipboard/Millward Brown US Mindset Research, 2018
To learn more about our ad offerings, reach out to advertising@flipboard.com.