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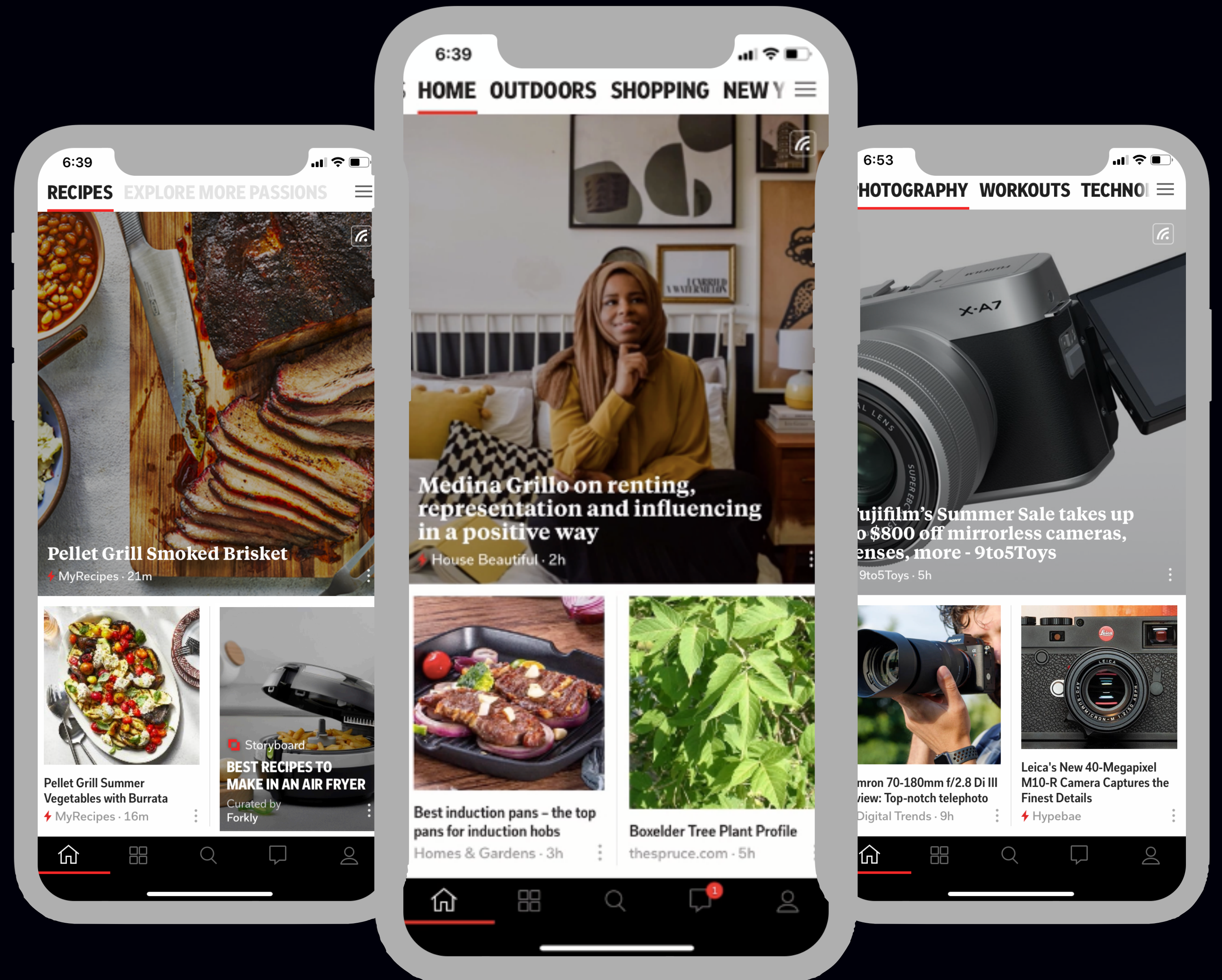
# ADVERTISING PARTNERSHIPS



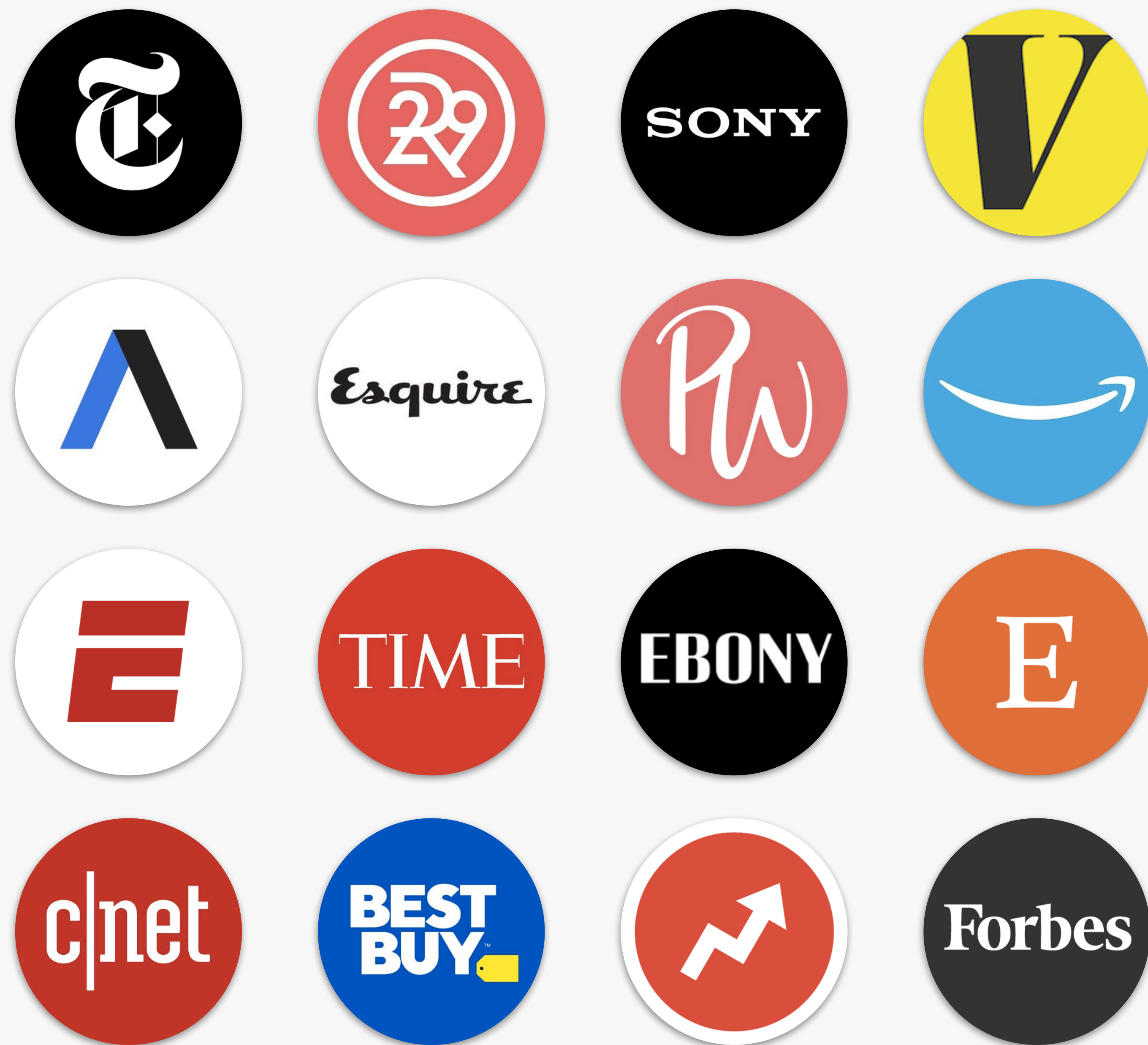
# THIS IS FLIPBOARD

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.







# 4,000+ **TRUSTED VOICES**

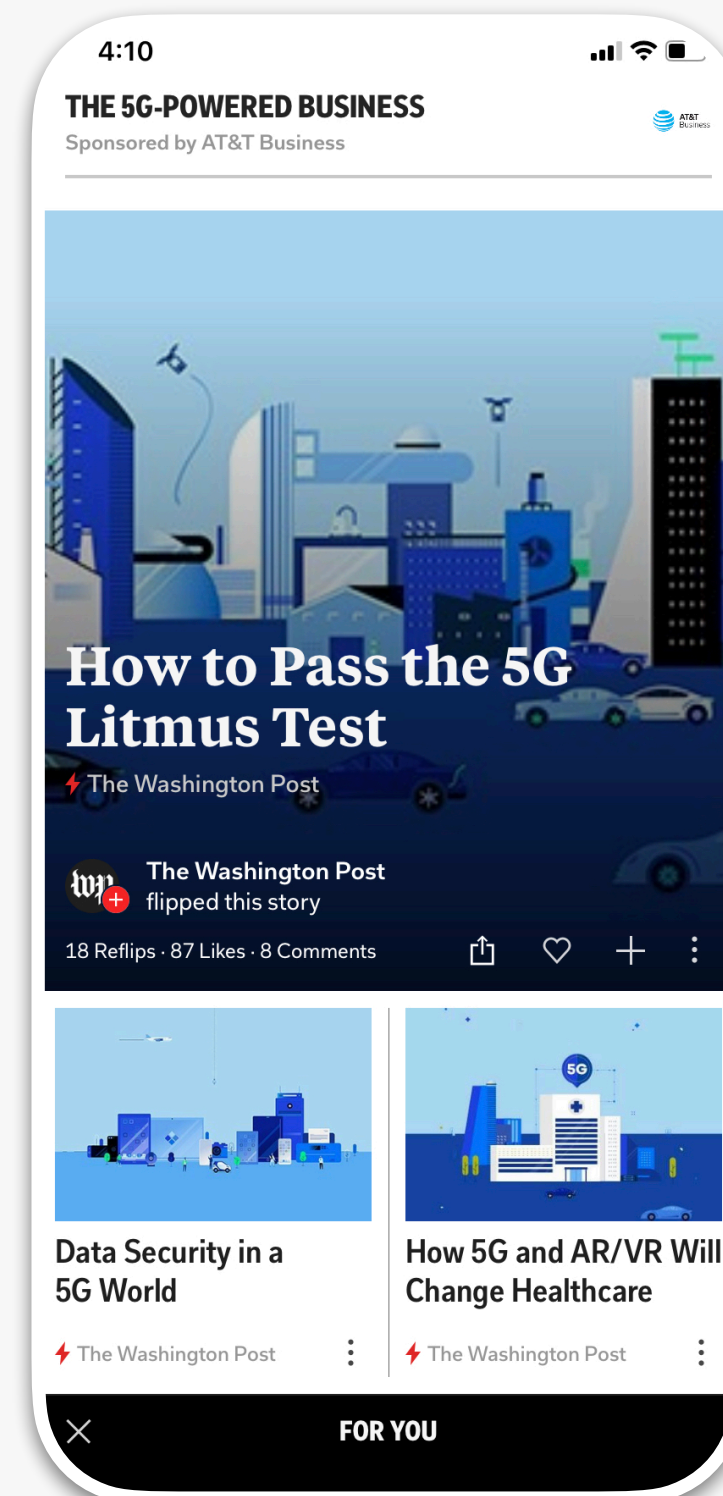
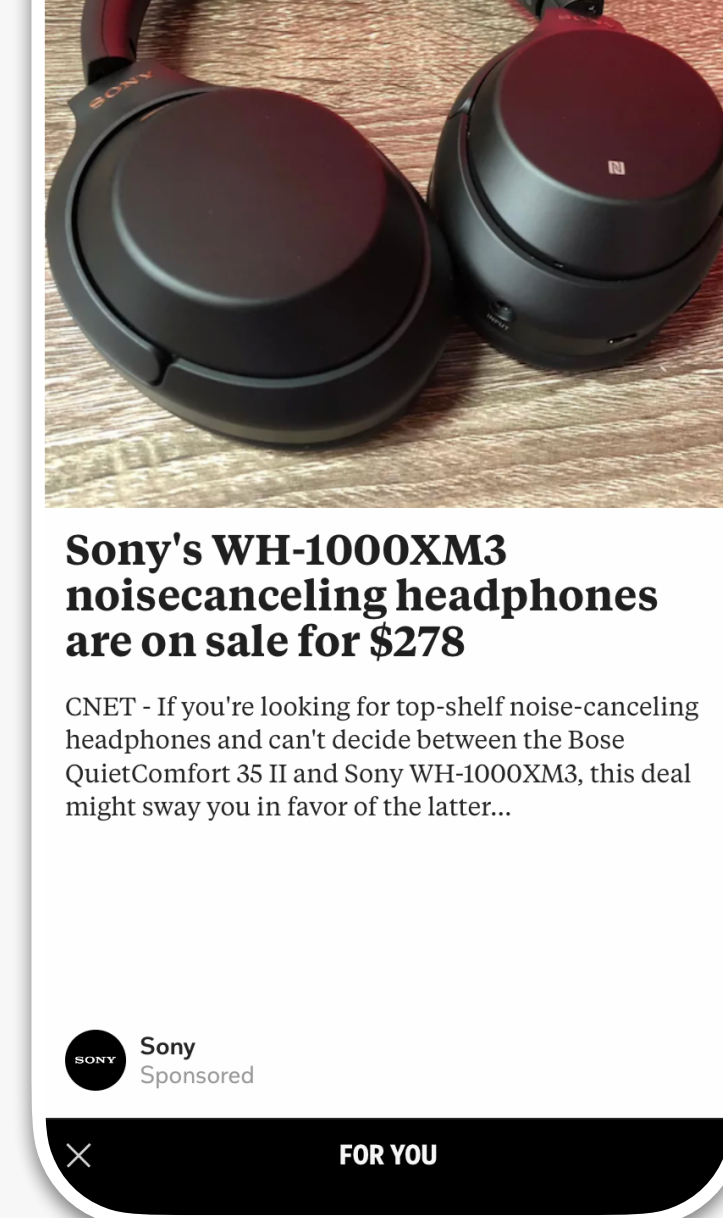
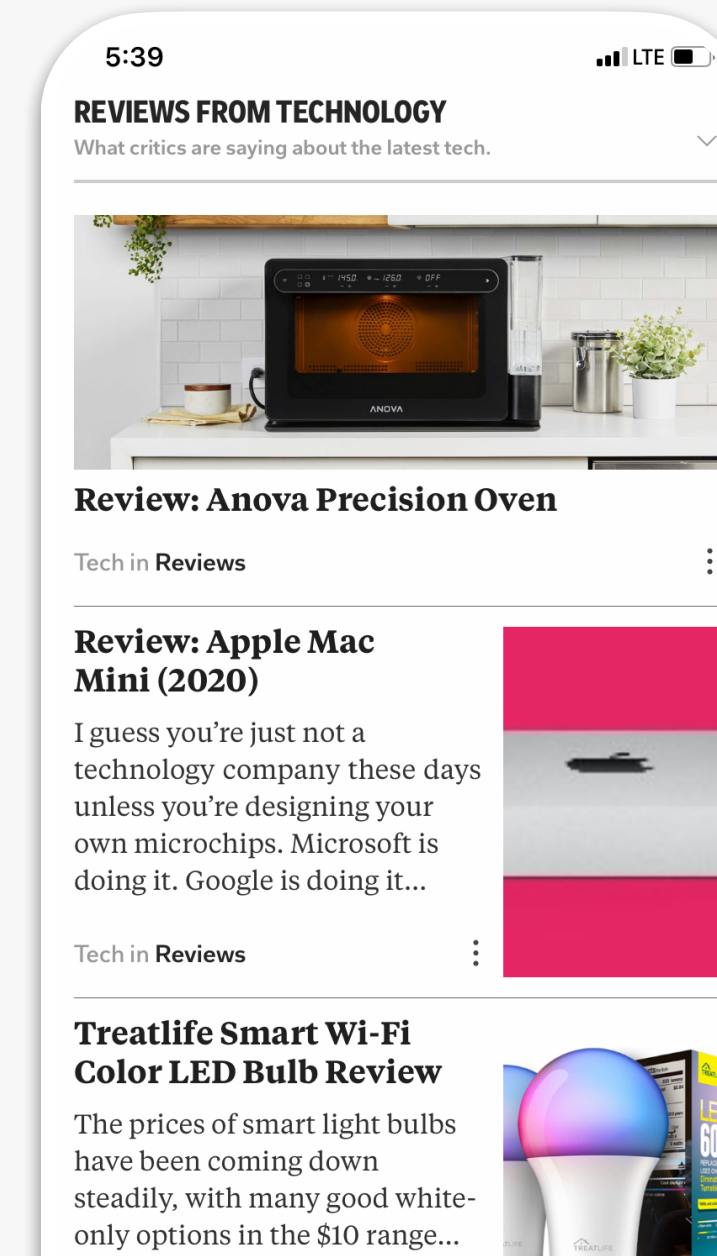
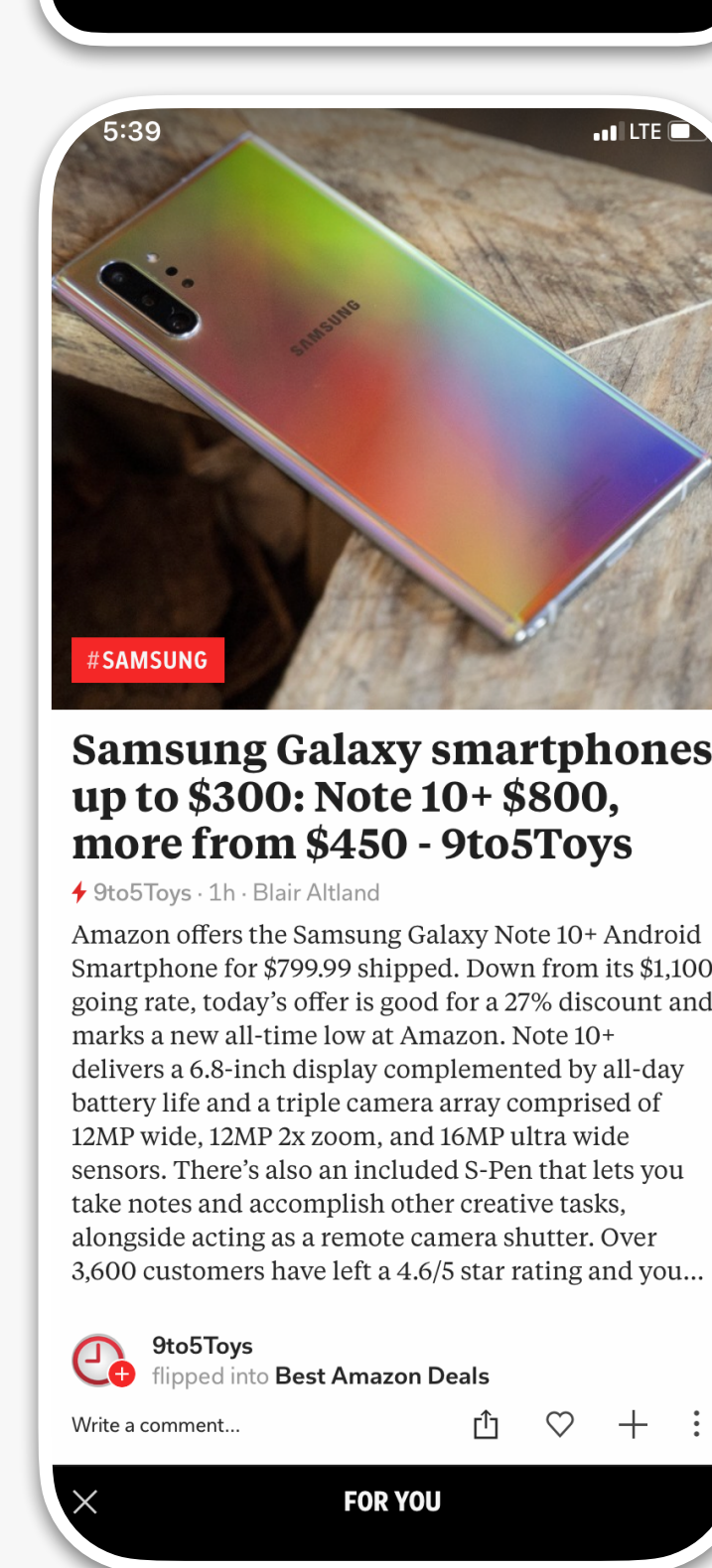
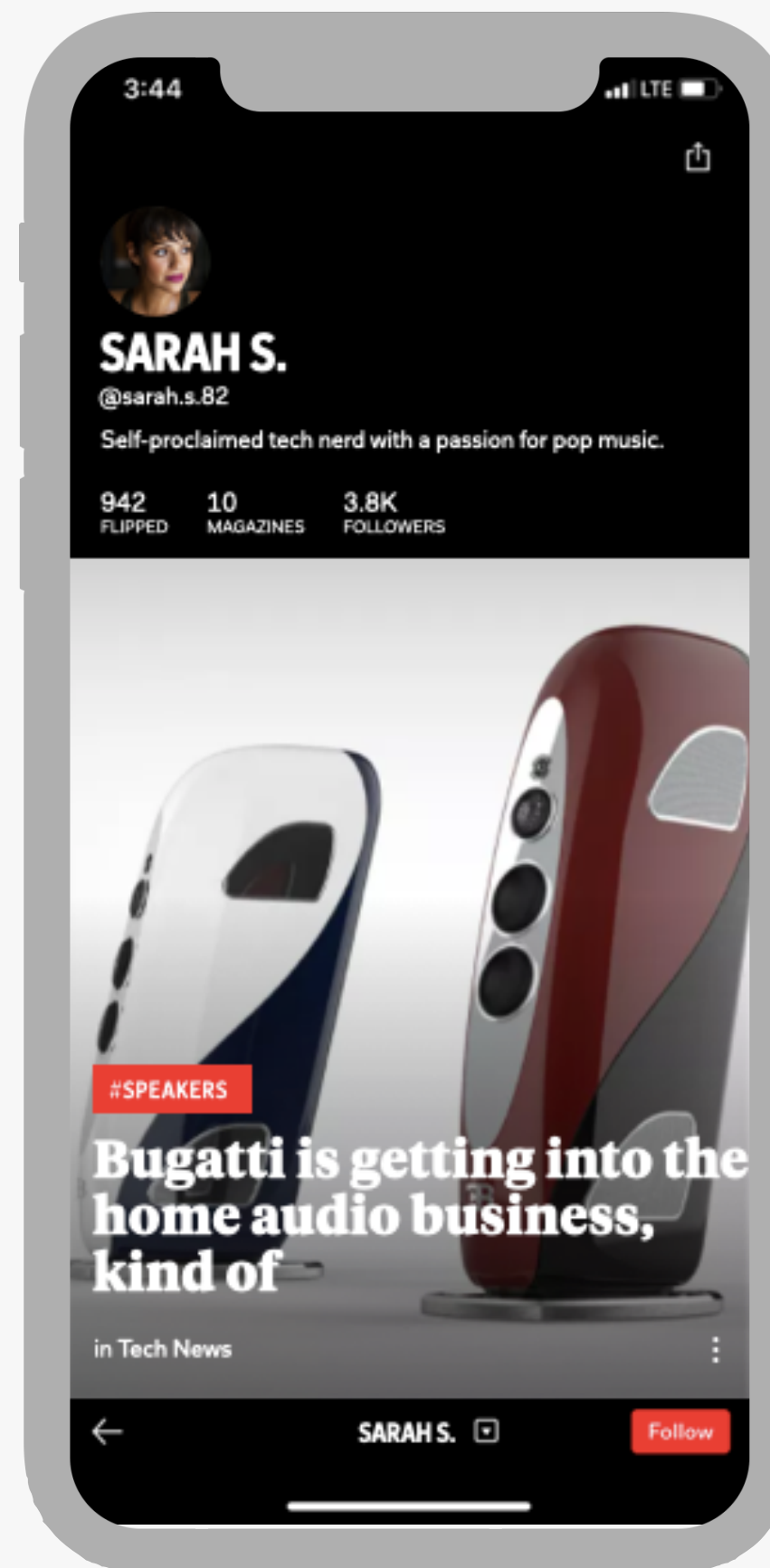
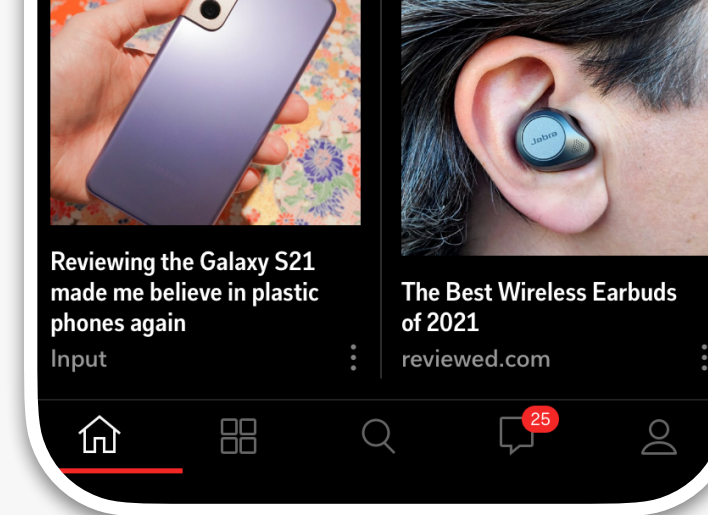
Flipboard brings the world's **top content creators and most innovative brands** together to create an unparalleled experience for users.

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



# 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

### HHI

**190 Index** \$200k+  
**156 Index** \$150-200k  
**152 Index** \$115-150k  
**Median** \$100k<sup>2</sup>

### GENDER

**47%** Male  
**53%** Female



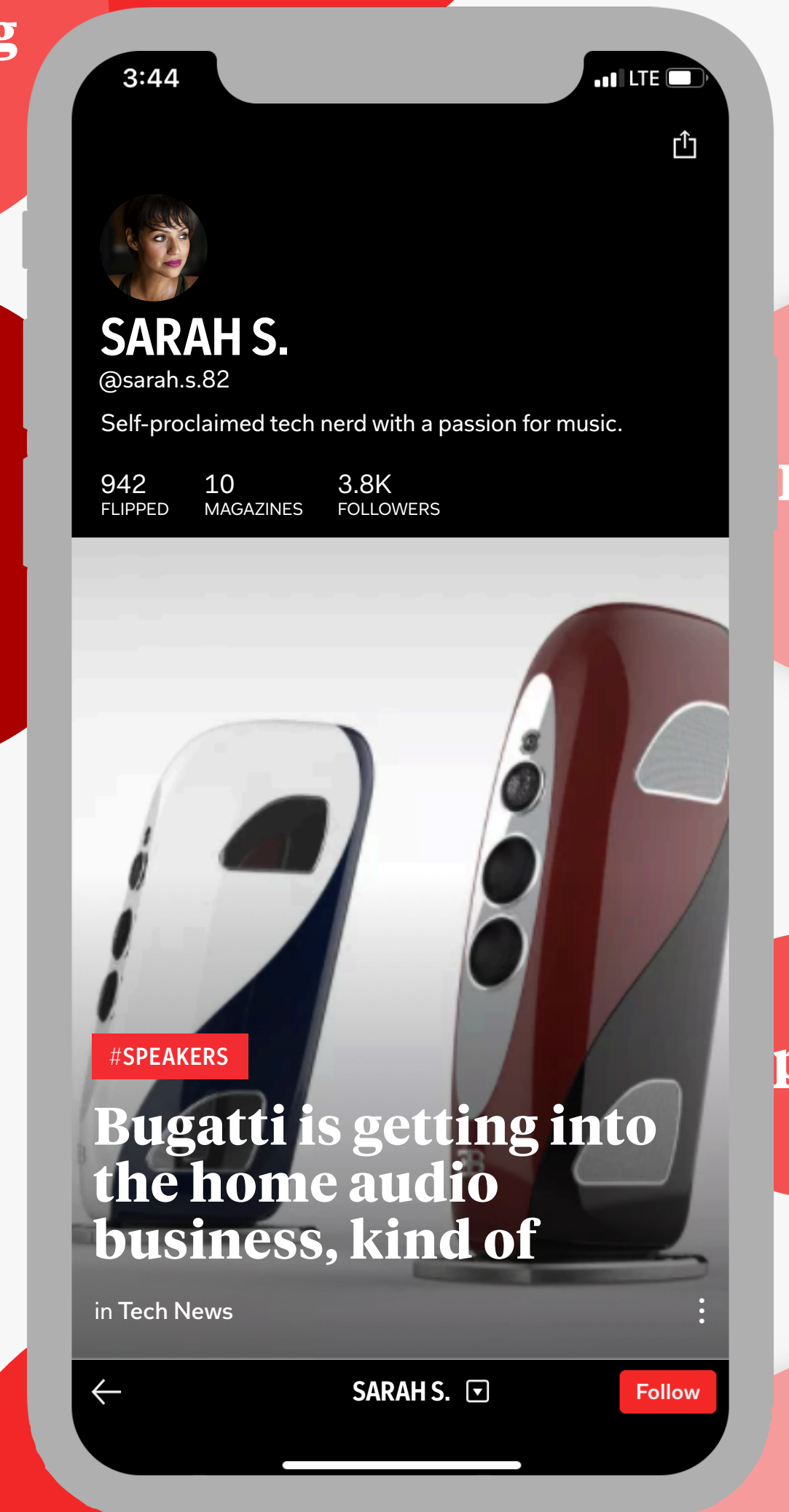
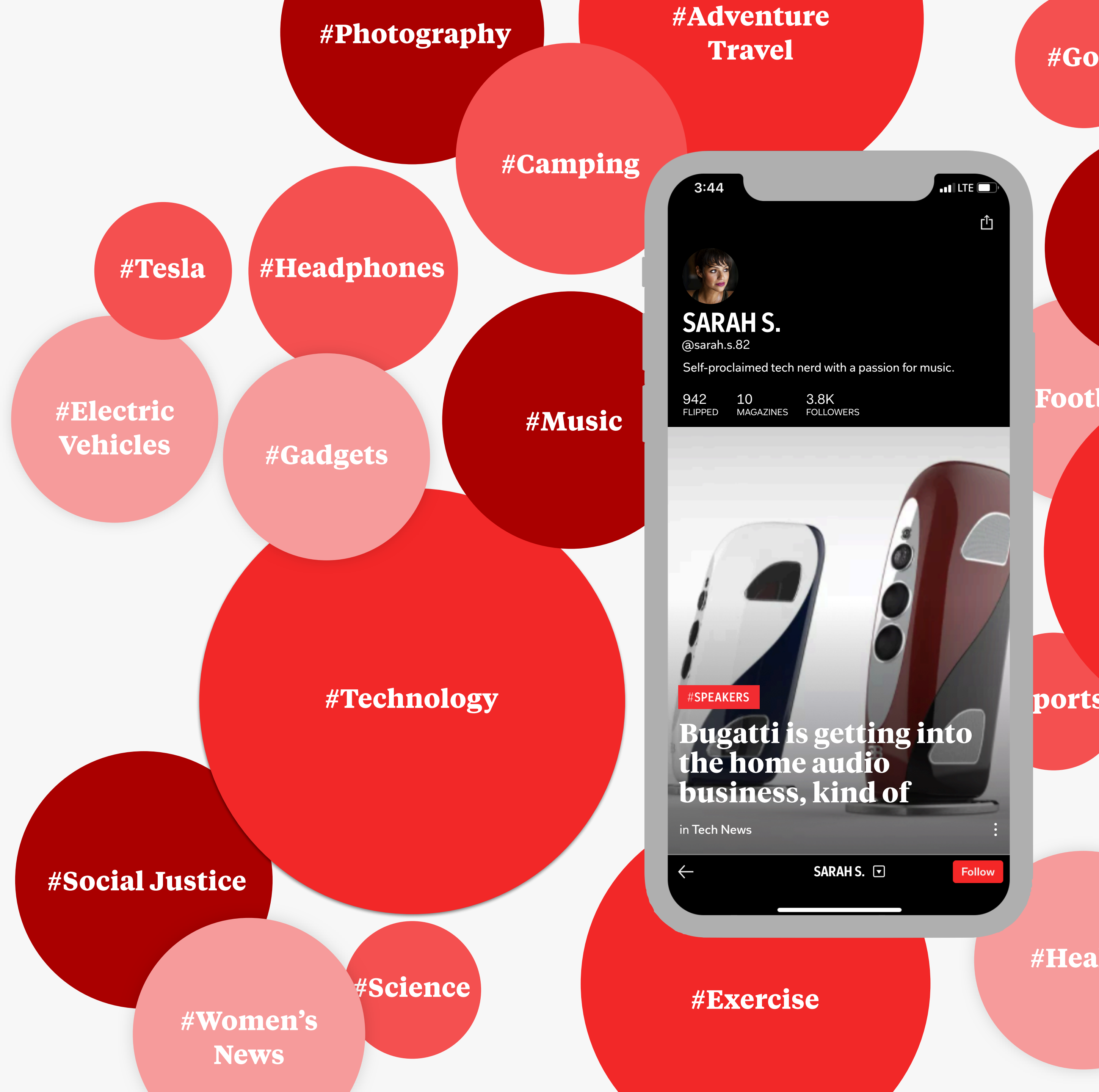
Source: GlobalWebIndex, Flipboard Audience, United States Q4 2019-Q3 2020; <sup>1</sup>Flipboard Proprietary Inventory Data; <sup>2</sup>Comscore October 2020



# 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.

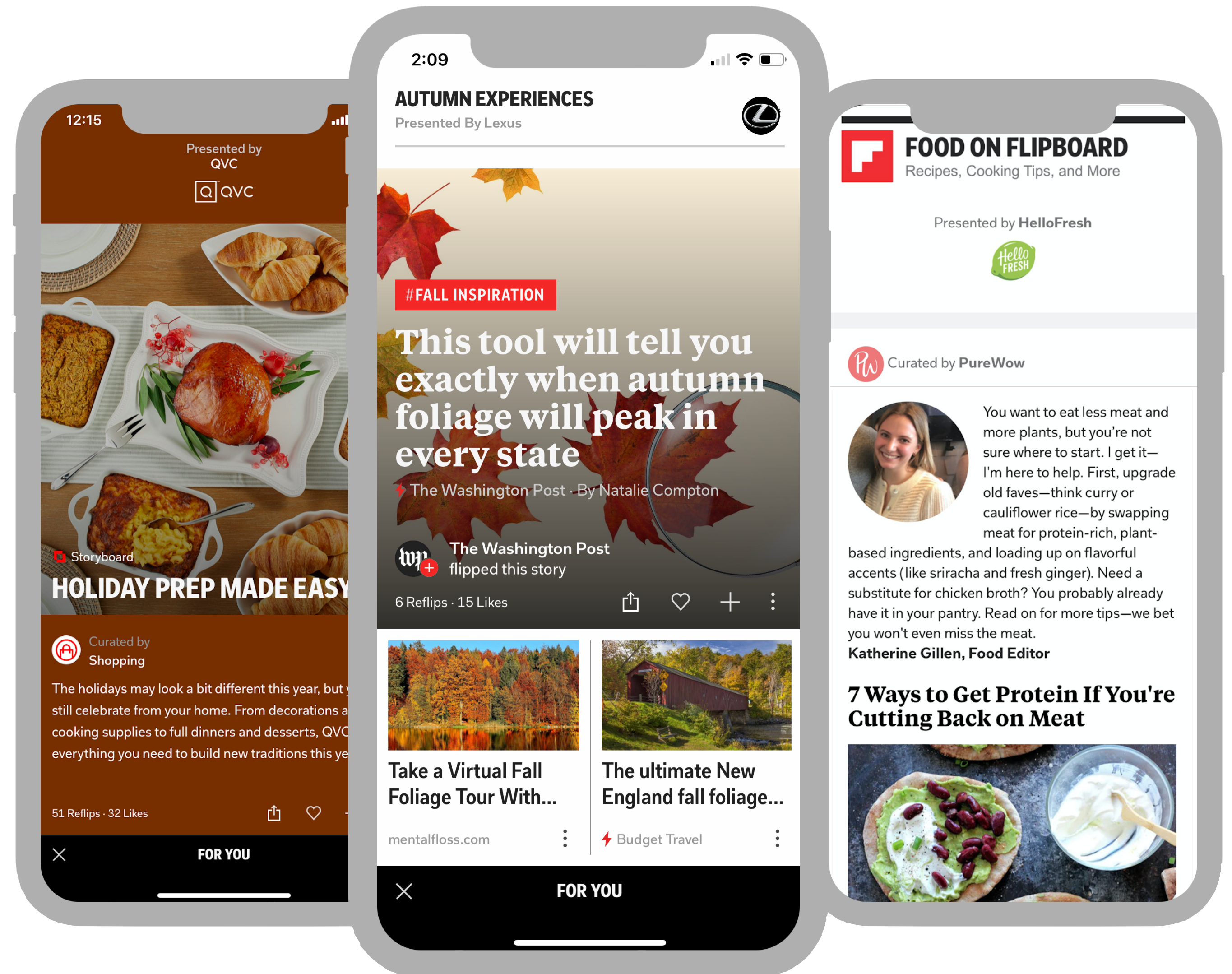




# ALIGN WITH PREMIUM CONTENT VIA EDITORIAL SPONSORSHIPS

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

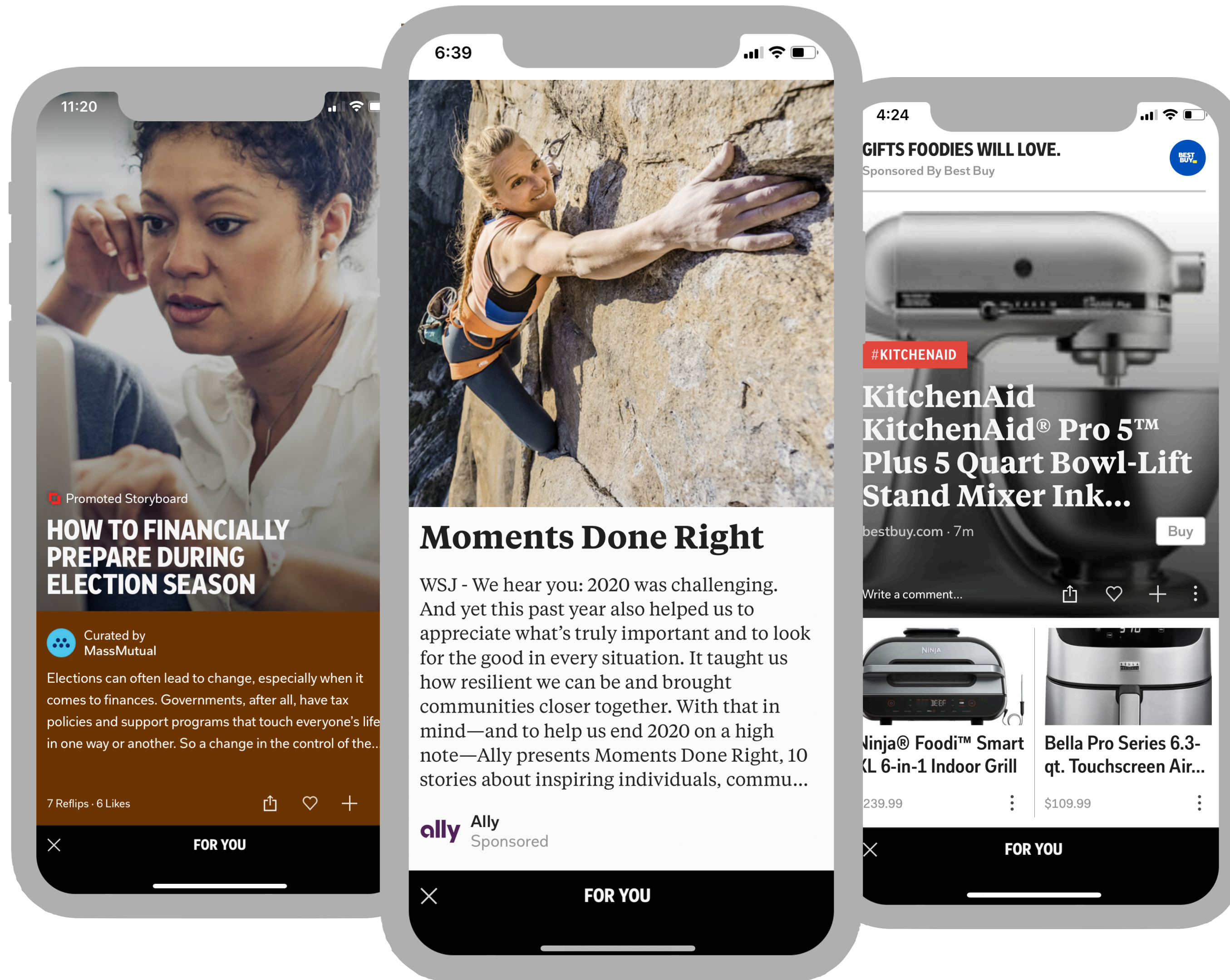




# PROMOTE YOUR BRAND'S VALUE WITH **BEST-IN-CLASS NATIVE**

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

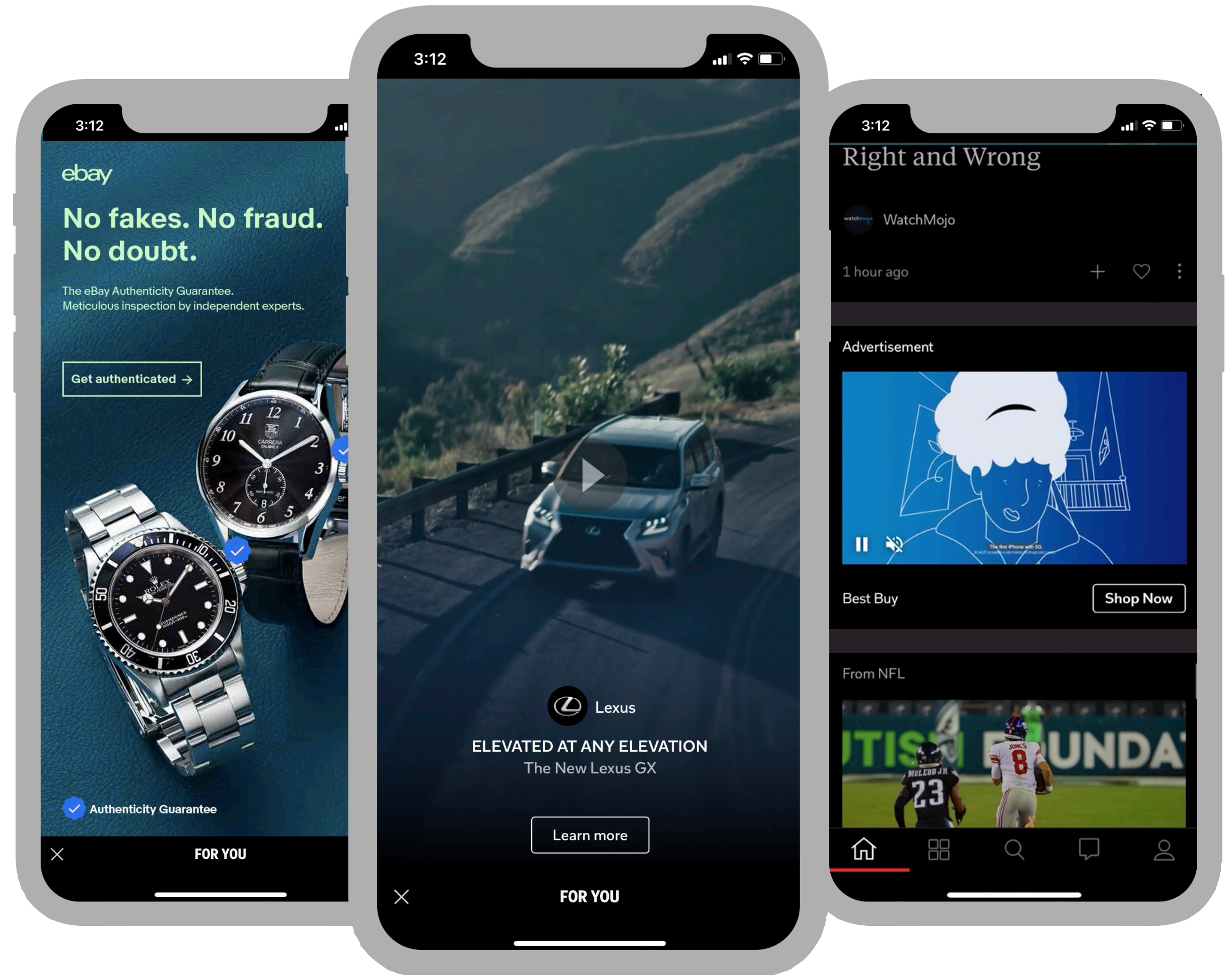




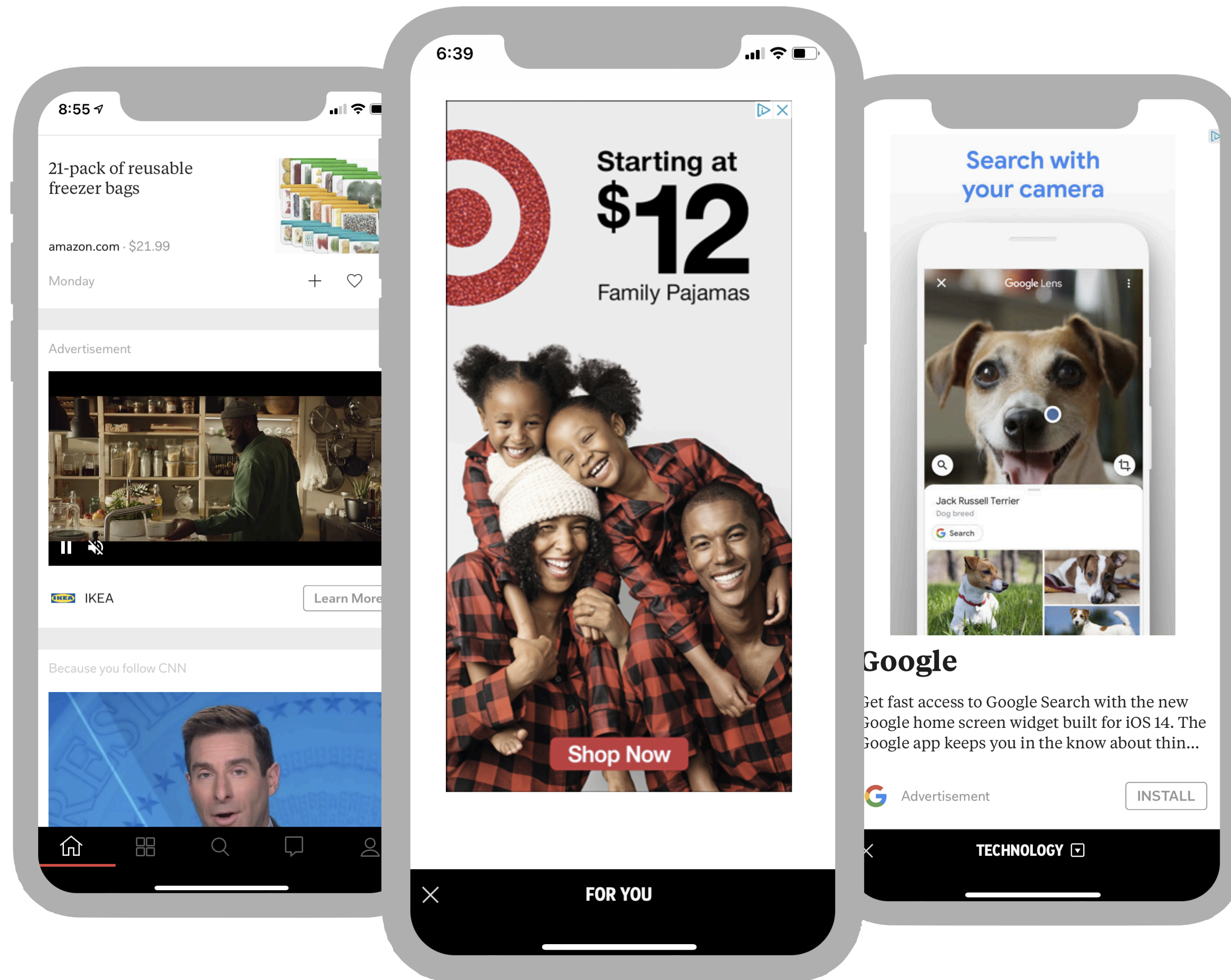
# COMPLEMENT WITH **HIGH- IMPACT VIDEO & DISPLAY**

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





**2.2X**

Ad Recall

**1.7X**

Brand Favorability

**1.6X**

Purchase Intent

# ACTIVATION ON FLIPBOARD DRIVES IMPACT

Pairing first-party targeting with high-impact mobile ad executions allows **brands** to **earn the attention** of Flipboard's engaged audience for meaningful results.







To learn more about our  
ad offerings, reach out to  
**[advertising@flipboard.com](mailto:advertising@flipboard.com)**.

