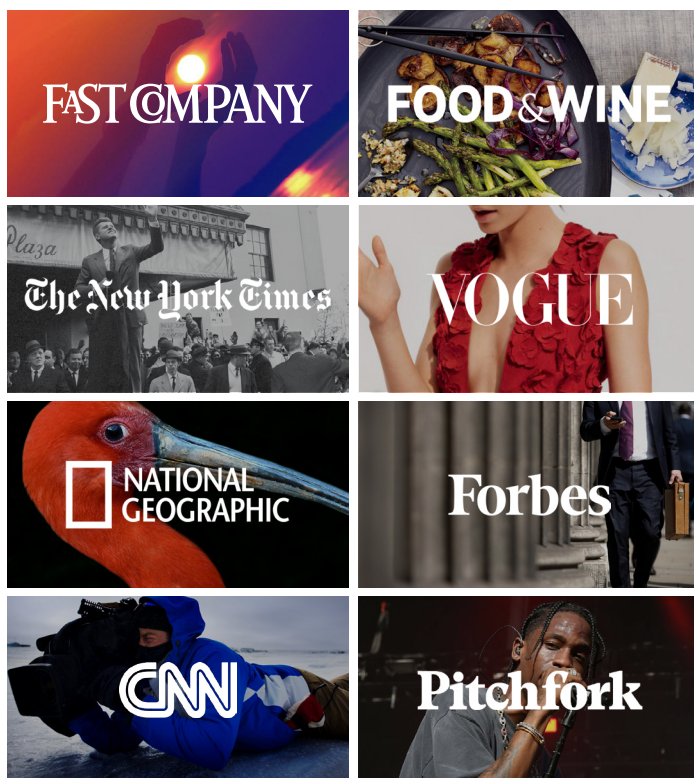


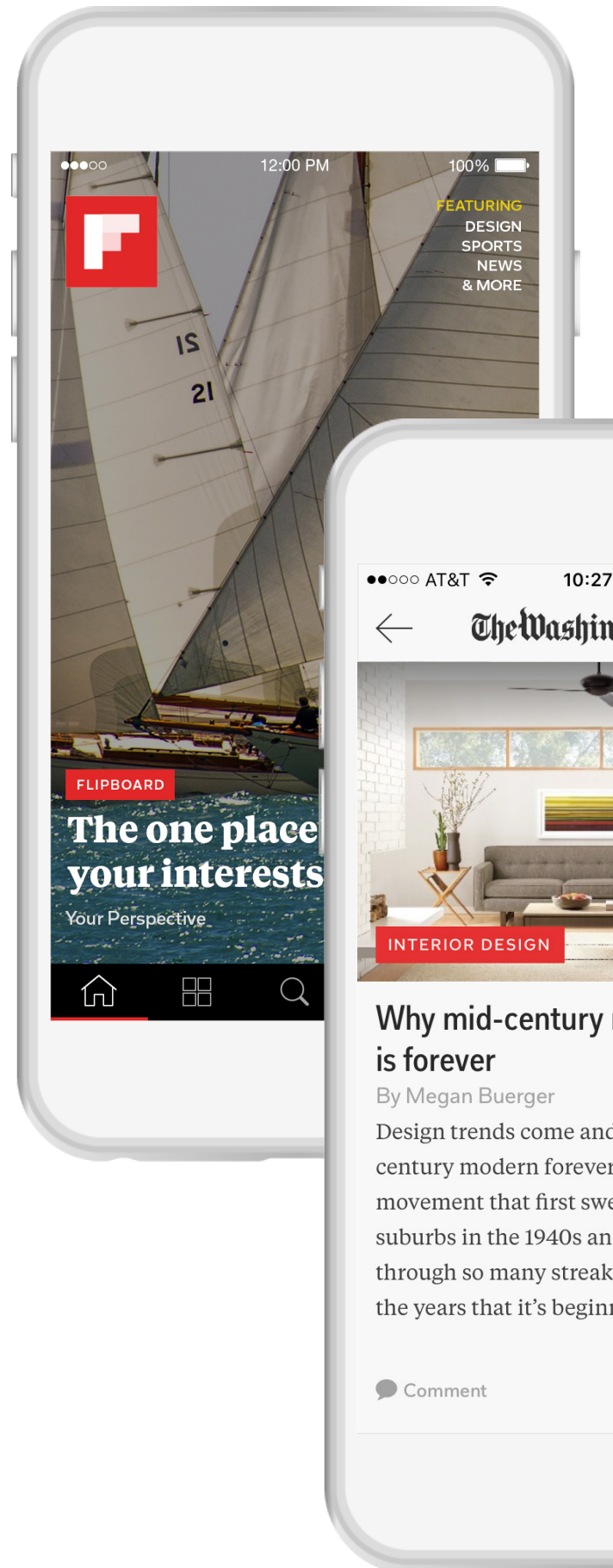
WHAT IS FLIPBOARD?

With great stories, thriving communities of enthusiasts, and a personalized user experience—Flipboard is the perfect mobile platform for consumers to dive into their interests and pursue their passions.

WE PARTNER WITH THE WORLD'S BEST PUBLISHERS AND CONTENT CREATORS



Flipboard presents relevant stories from over **4000 WORLD-CLASS PUBLISHERS** and blogs all within a gorgeous user interface.

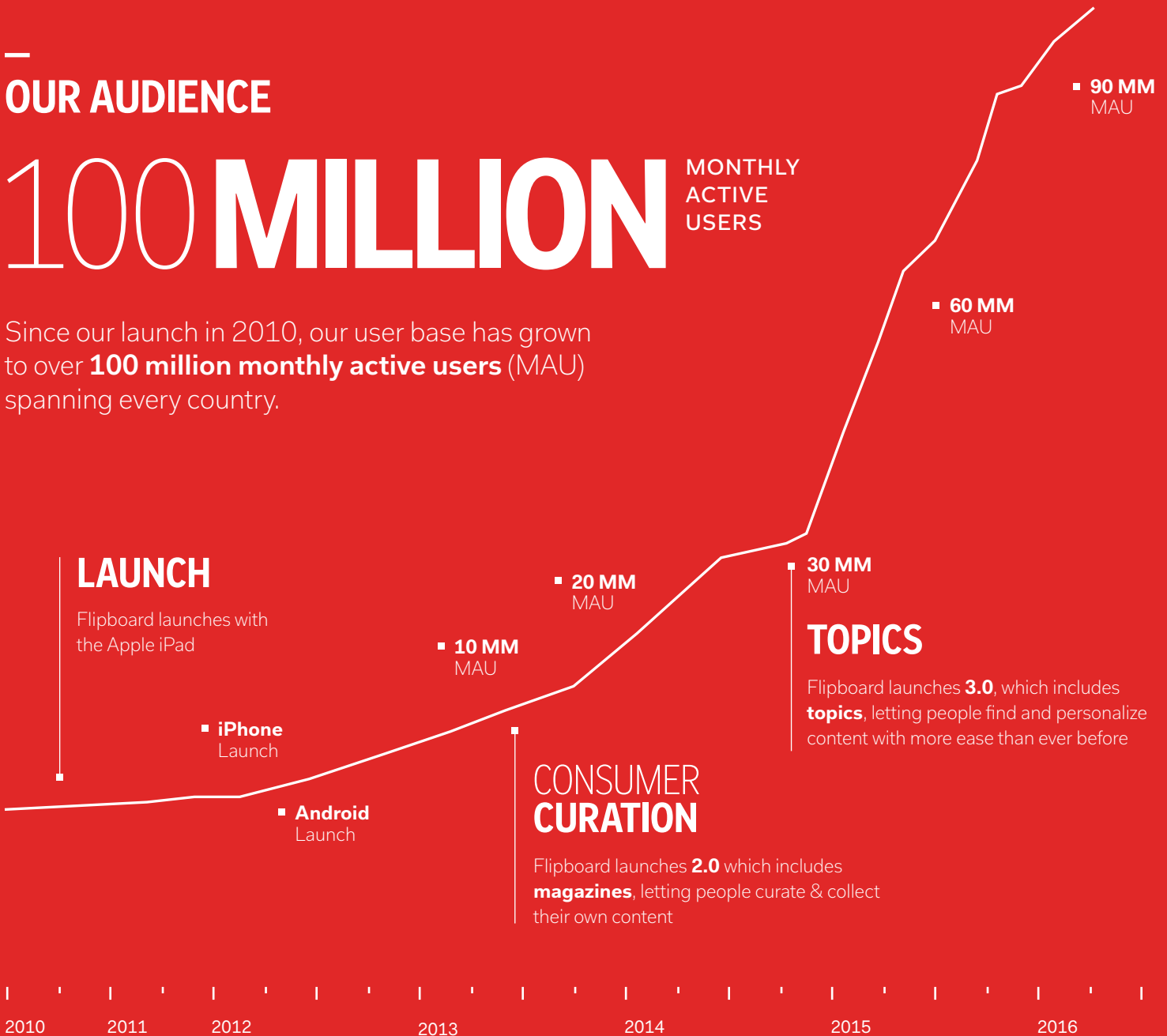


OUR AUDIENCE

100 MILLION

MONTHLY ACTIVE USERS

Since our launch in 2010, our user base has grown to over **100 million monthly active users (MAU)** spanning every country.



GLOBAL REACH

196 COUNTRIES

35% ASIA
28% NORTH AMERICA
27% EUROPE

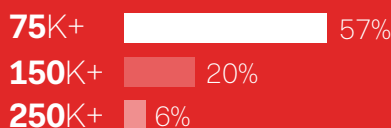
5% SOUTH AMERICA
4% AFRICA
1% OCEANIA

Our readers are 1/3 Millennial, 1/3 Gen-X, and 1/3 Boomer. No matter their demographics, our readers are ready to invest in themselves by learning more about what they love on Flipboard.

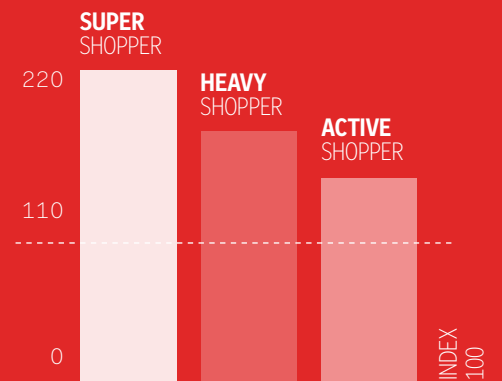
AGE



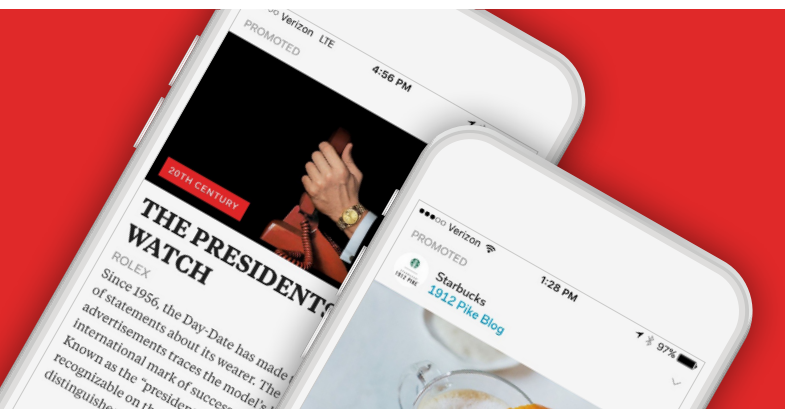
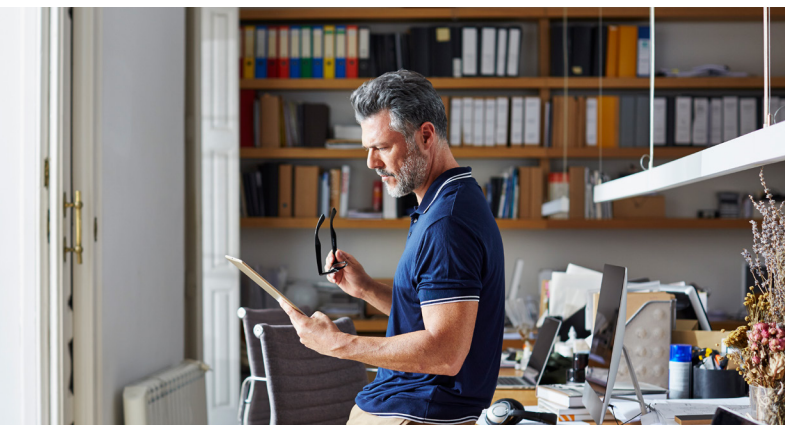
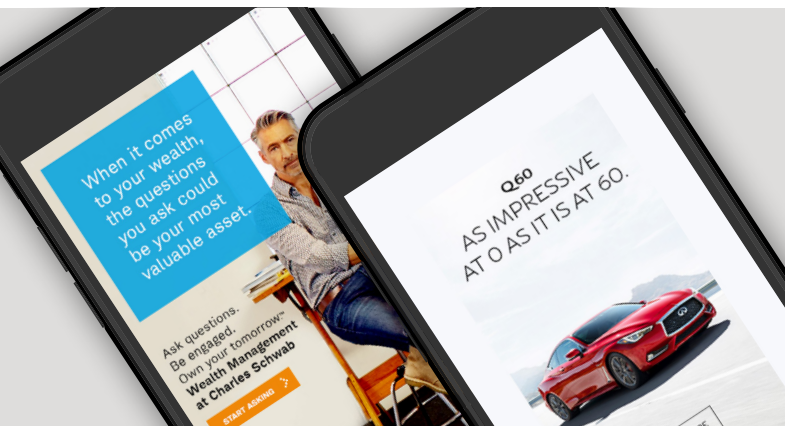
AFFLUENCE



SPENDING



WHY FLIPBOARD?



1

PERSONAL PRIMETIME

Our users turn to Flipboard at key, focused moments of the day when they are relaxed, receptive, and ready to engage with highly-personalized content that furthers their passions.

2

PREMIUM AD ENVIRONMENT

Advertising on Flipboard is full screen, high-impact, relevant, and most importantly: respectful to our users' experience. This is why our engagement metrics, click through performance, and brand lift continue to exceed industry benchmarks.

3

DISCERNING AUDIENCE

Our audience is approximately one third Millennial, one third Gen-X, and a third Boomer. But regardless of age, they are overwhelmingly thoughtful, influential, and affluent with a propensity to purchase.

4

MAGIC MOMENT

When a user's passions, favorite publishers, and the best brands coincide... something magical happens and new kind of relationship is forged between user, content, and commerce that conjures real results.

FLIPBOARD AD PRODUCTS AND OPPORTUNITIES

We love great advertising and we're committed to building an environment where ads **enhance** the content consumption experience.

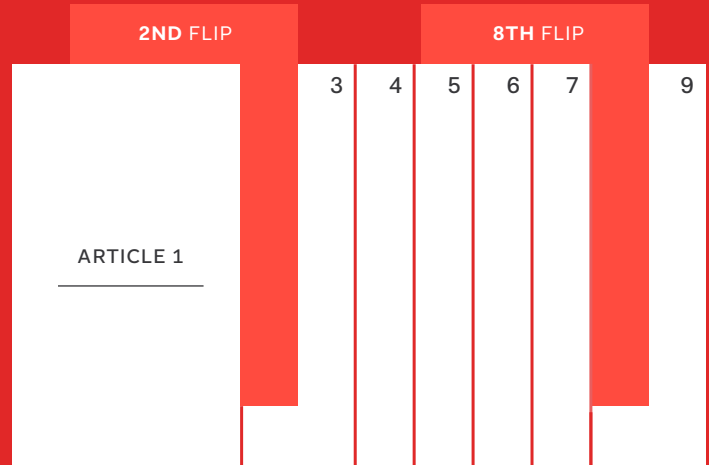
Advertising on Flipboard is **impactful, lightning fast, and relevant** to our users' interests.

AVERAGE ENGAGEMENT RATES

DISPLAY 1%–2%

VIDEO .75%–1.25%

NATIVE 1%–4%

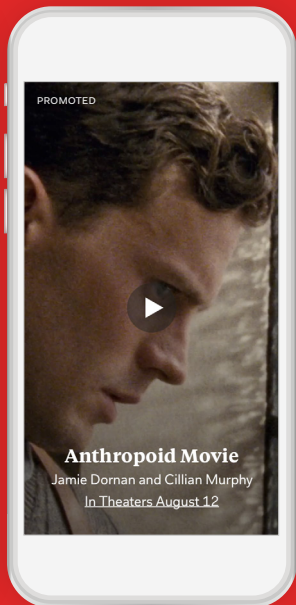


AD SPACES

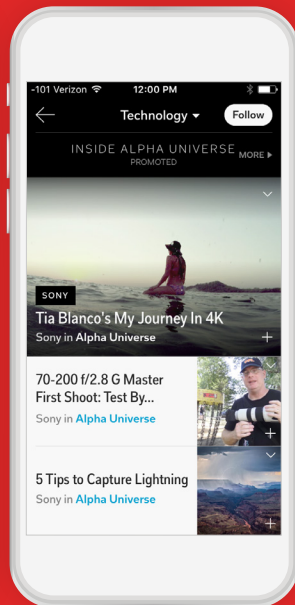
OUR AD PRODUCTS



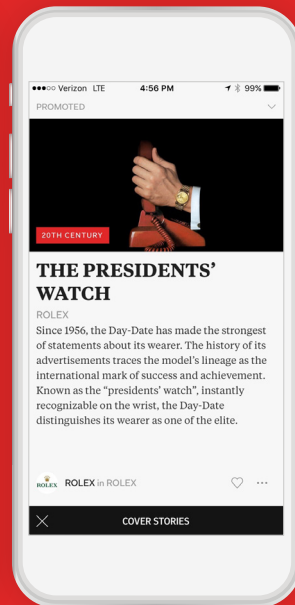
Full Screen Ad



Cinema Loop™



Promoted Collection



Promoted Story



Storyboard™