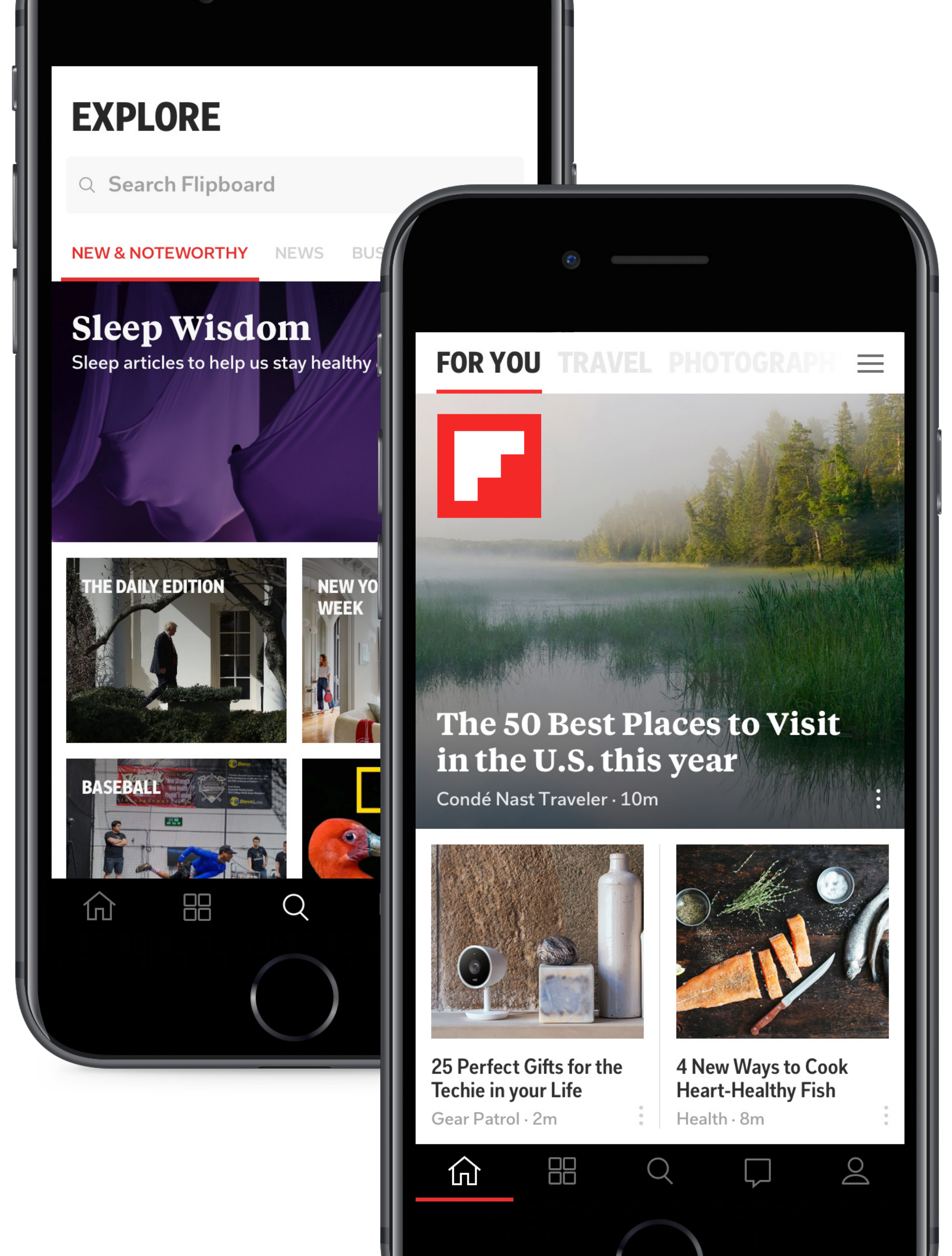


WHAT IS FLIPBOARD?

Flipboard is the world's largest content curation platform. Powered by people and technology, Flipboard makes it easy to stay informed and get inspired by the stories and products that fuel your passion.



~~CLICKS~~ QUALITY

Flipboard presents relevant stories from over 4,000 world-class publishers within a gorgeous user interface.

A CURATED EXPERIENCE

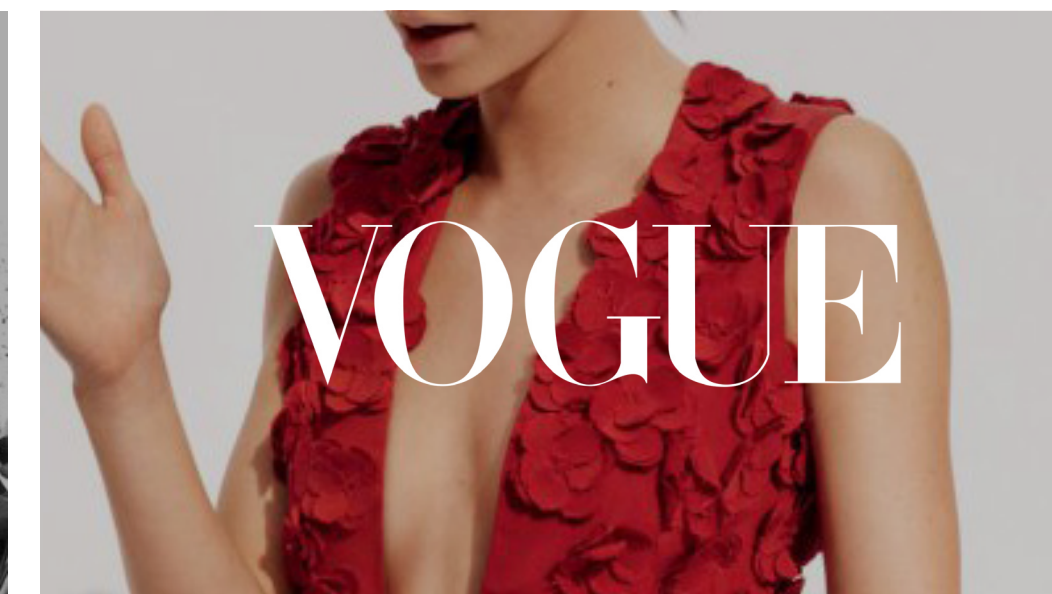
Flipboard has a team of editorial experts and editors. They work around the clock all over the world to maintain the highest journalistic standards and quality of content.

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.

ALWAYS SAFE

All of our publisher partners and whitelisted sources are verified, hand-selected, vetted for quality, and comply with our Community Guidelines to ensure a safe environment for brands and people, free of fake news.

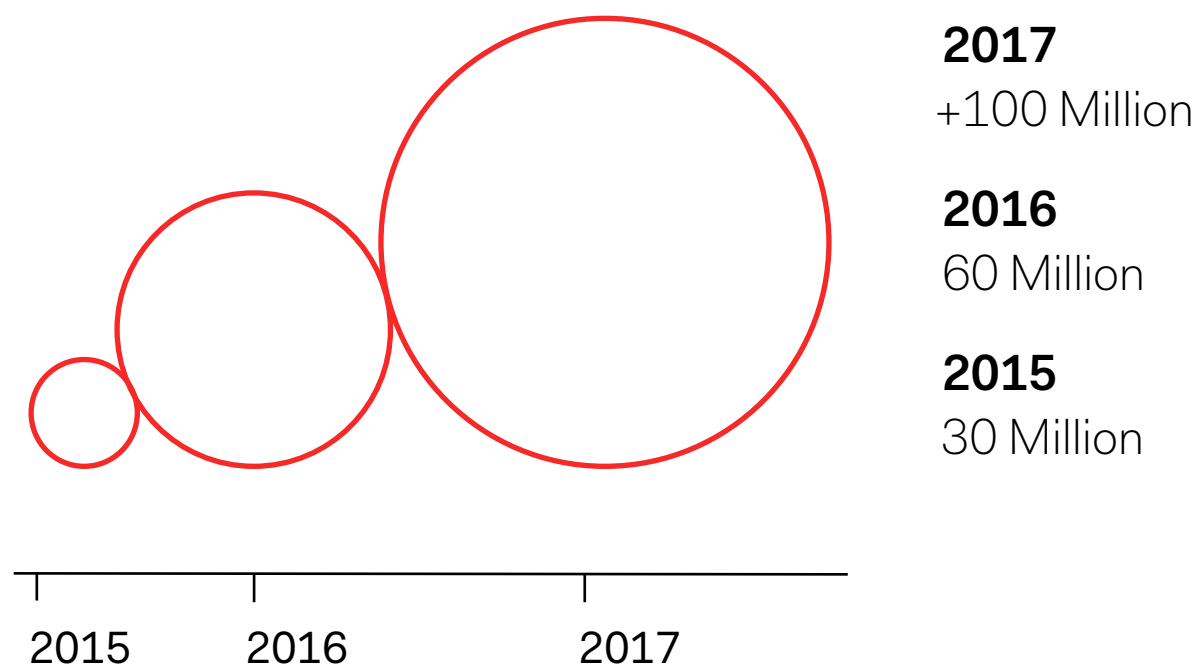


UNIQUE AUDIENCE UNIQUE MINDSET

Flipboard draws over 100 million of the world's most discerning and influential users who arrive in a uniquely receptive mindset.

OUR REACH

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



AGE

- 35%** 25–44
- 59%** 25–54
- 38%** 50+

GLOBAL

- 23%** North America
- 37%** Asia
- 27%** Europe
- 10%** South America
- 4%** Africa
- 1%** Oceania

ASPIRATIONAL MINDSET

Our users are influential, successful, and want more—whether it be in their personal or professional lives. This is why we have more CEO's per user than any other online platform.

GENDER

- 52%** Male
- 48%** Female

ON EVERY DEVICE



90% It is important to be well-informed about things

87% It is important for me to continue to develop new skills in life

80% I always try to achieve more in life

78% I always like to try new products



Audience + Mindset =

BRAND LOVE

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.

+100%
Awareness

+50%
Purchase Intent



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 based on demographic and purchase data from premium third-party sources.

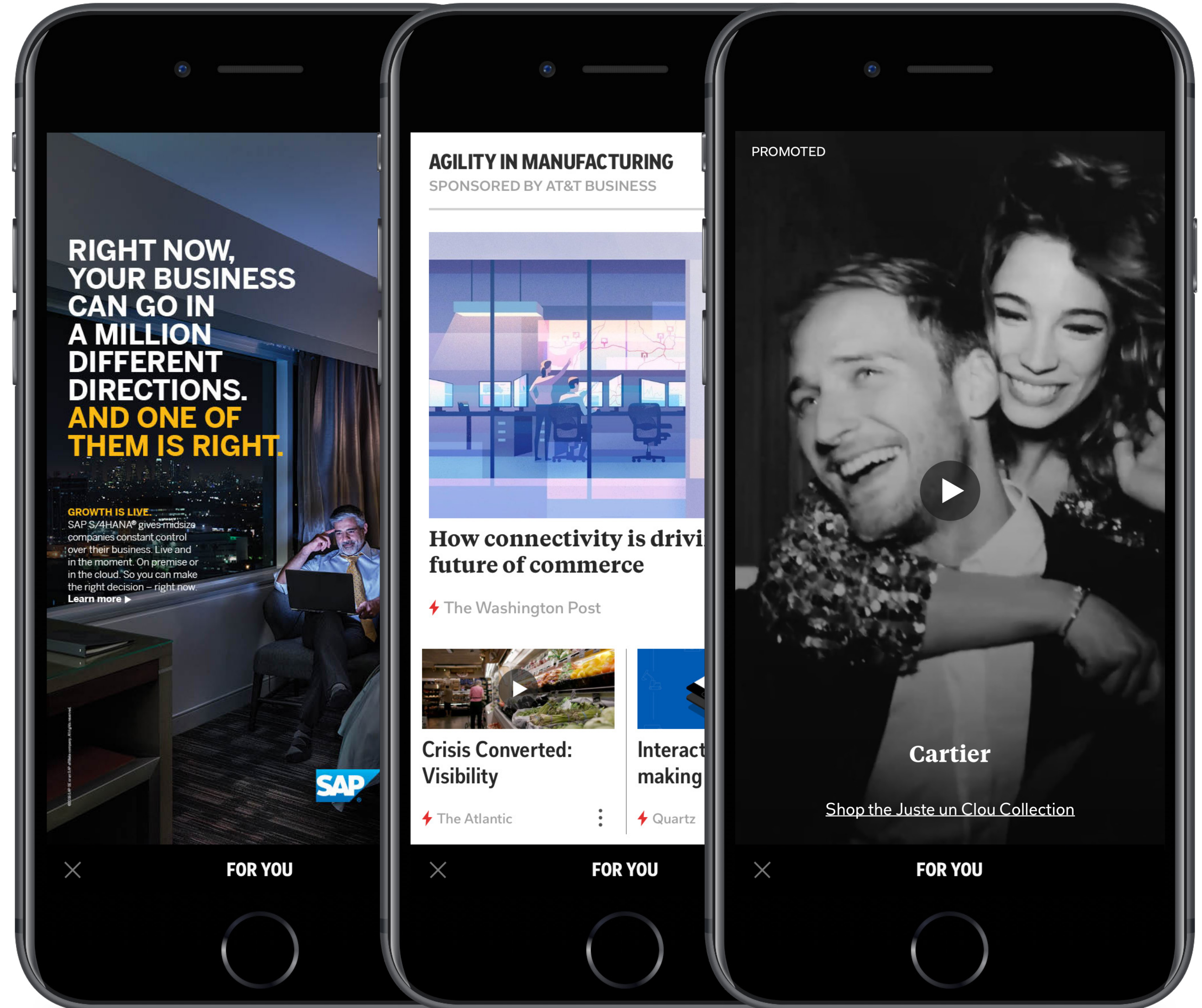


UNPARALLELED AD EXPERIENCE

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

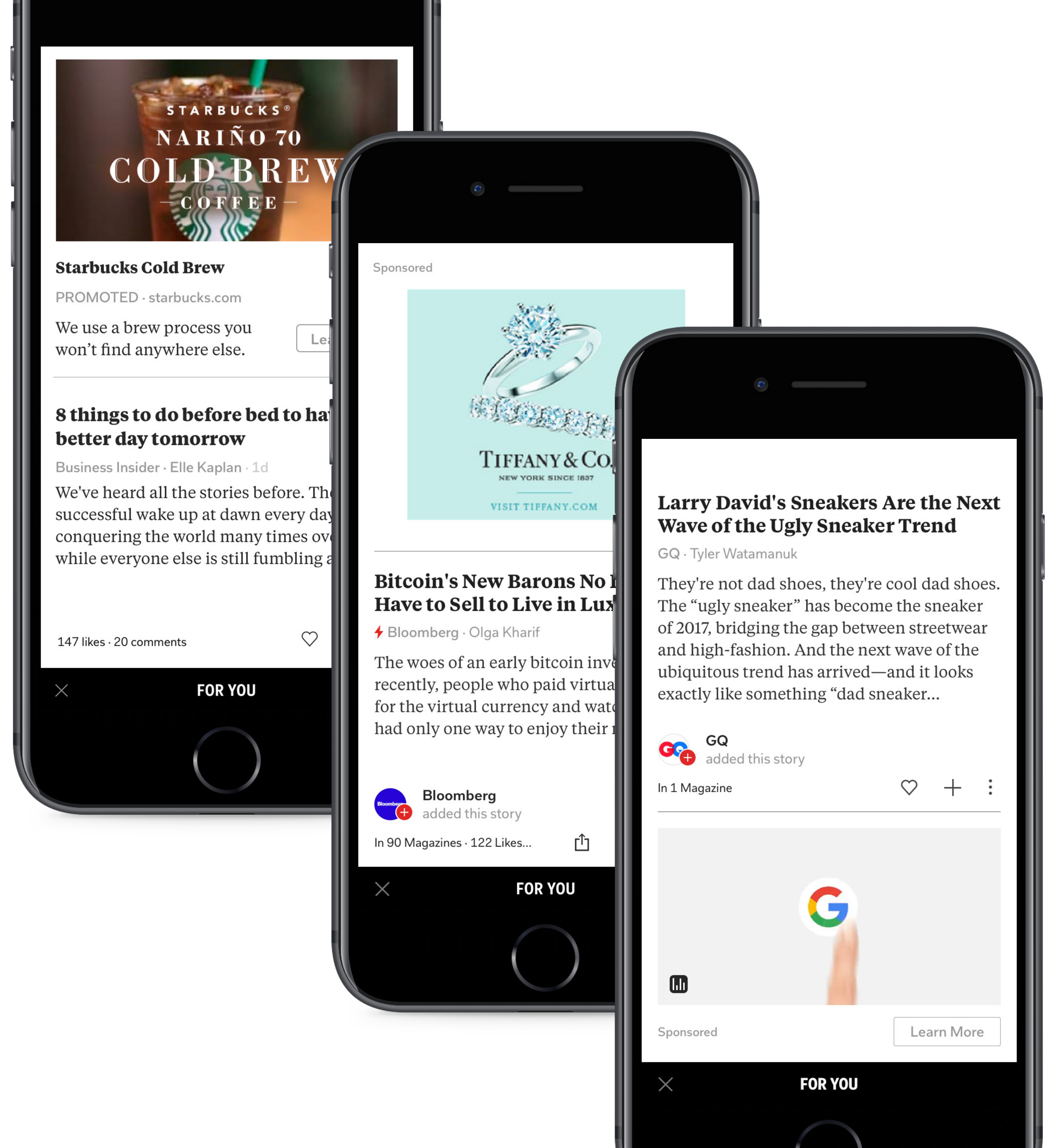
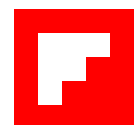


PREMIUM PROGRAMMATIC

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



IN GOOD COMPANY

AIRFRANCE 



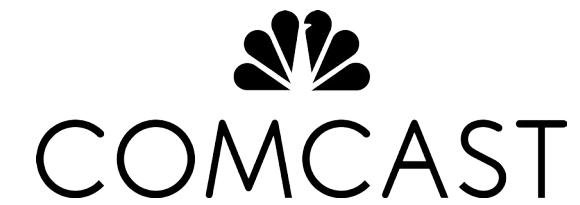
ESTÉE LAUDER



BURBERRY



TIFFANY & Co.



SEPHORA



Google

GUCCI



ORACLE®



CHANEL



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**

