



you create. we deliver.



MEDIA KIT

PIXELMAGS STORY



The largest distributor of Magazine Content on Mobile and Tablet devices. PixelMags is transforming the future of digital publishing by changing the way magazines are discovered, read and distributed.

Offices located in Los Angeles and London.

HOW BIG IS THE MARKET ?

25 Billion

Apps Downloaded in iTunes Store
(March 2012)

435 Million

Active iOS Users

100 Million

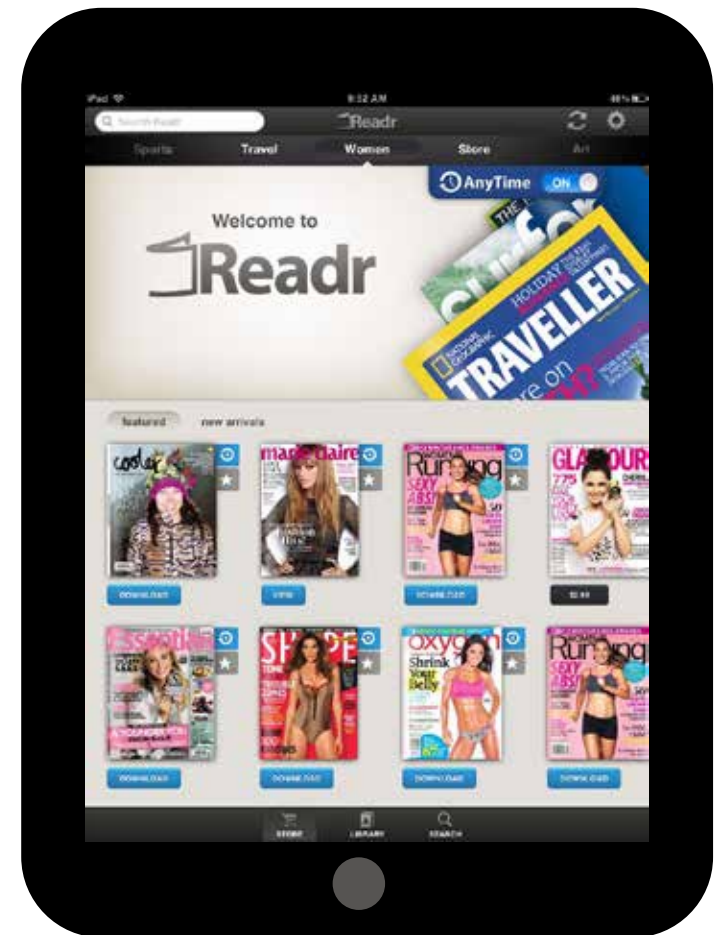
iPads Sold (Oct. 2012)

37 Million

iPhones Sold (Q1 2012)

12 Million

New iOS Users Each Month



TABLET ENGAGEMENT

Shopping

- Tablet Usage: 41% for online shopping

Where

- 82% primarily used their tablet at home
- IAB shows that more than 50% of tablet interactions between 7 - 12pm

Interaction

- iPad ads deliver average interaction times of 30 seconds
- iPad Ad interactions are six times longer than comparable desktop interactions
- 67% of iPad users complete video ads

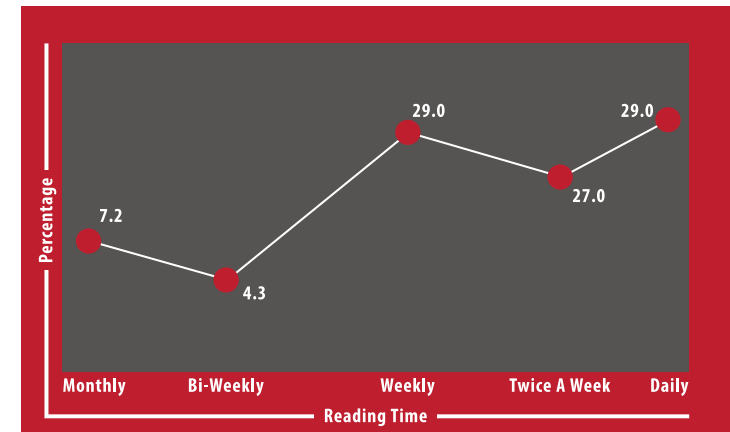
Conversion

- iPad ads deliver average interaction times of 30 seconds
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- 67% of iPad users complete video ads

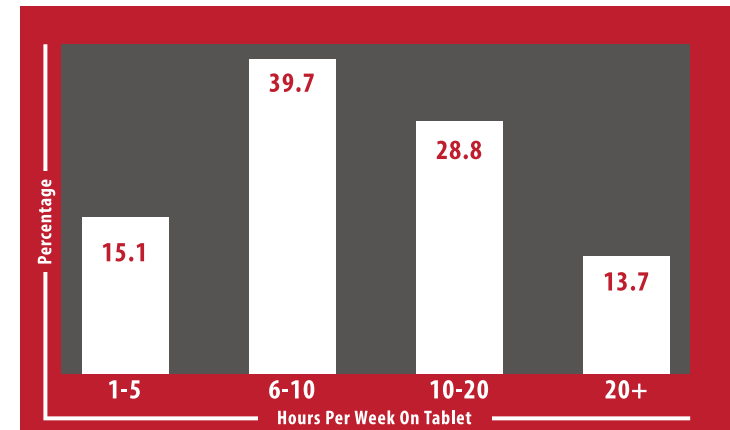
Spending

- Average tablet order : \$87.47

HOW OFTEN



HOW LONG



WE KNOW OUR READERS VERY WELL



NAME: Jenny Smith
EMAIL: jenny@smith.com
AGE: 28
LOCATION: Scottsdale, Arizona
READS: C Magazine, Cosmopolitan,
Vogue



We Know Our Readers Very Well

- First and last names
- Email addresses
- Age
- App stats-page turns
- Geographic location



HOW BIG IS THE PIXELMAGS AUDIENCE?



MORE THAN
40
MILLION
USERS

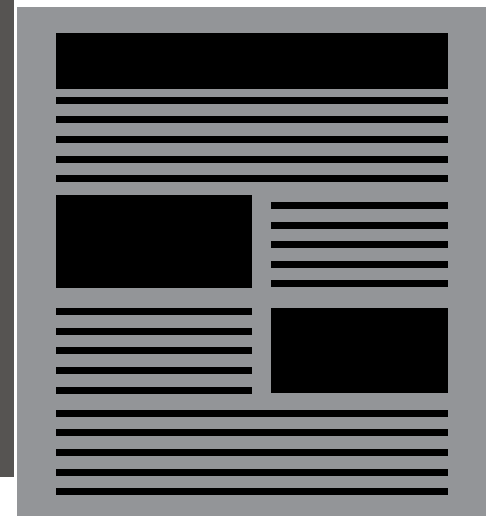


More than 40 million iOS users have downloaded the PixelMags Magazine App from the Apple Newsstand on their Mobile or Tablet device.

We have over 800 publications on our platform now with more being added daily.

- More Publishers
- New Tablet Devices in the Marketplace
- Launch of PixelMags Readr Newsstand

MORE THAN
800
TITLES



AD PLATFORM



PixelMags is the exclusive distribution partner for hundreds of publications providing in-content and interstitial ad placement opportunities within thousands of digital issues. All delivered to millions of consumers worldwide via the iTunes App Store.

These and other advertising opportunities are now available in Readr, the revolutionary new newsstand offering by PixelMags.



Advertiser Benefits

- Full screen interactive HTML5 ads, integrated within existing magazine content
- A dynamic platform to engage users with your brand
- Utilize touch screen technology to create a new advertising experience
- Link users to any point-of-sale, social page, or url via our in-app browser
- Capitalize URL

EXAMPLES OF HTML5



The possibilities are truly endless with HTML5 creative, the future of Digital Advertising. PixelMags can take 40+ million users anywhere you need traction most. From interactive full-page in-content advertising to pre-launch interstitial units, we're here to help. Ask us how.



Verizon



Princess Cruises



Starz



Tourism Australia



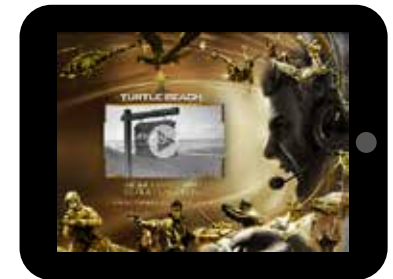
eBay



Match.com



Infinity Blade



Turtle Beach

We accept everything including Automatic or User Initiated Video Player Units, Video galleries, 360 Effects, Animations, Social Sharing, eCommerce Platforms, Swipe Engagement Features plus a variety of other options to help you create a memorable experience for your targeted consumers. Please take a look at a few examples.

DELIVERY OPTIONS



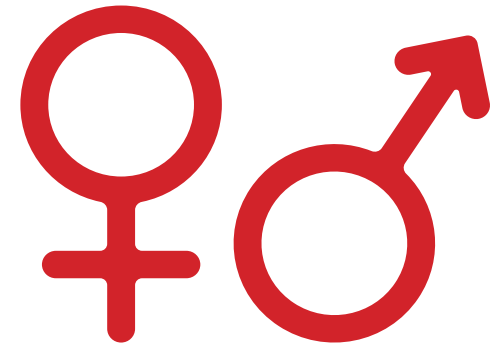
Campaign setup is on a CPM basis and engages your target audience by means of:



Channel Targeting



Age Targeting



Gender Targeting

DESIGN YOUR AD(S) FOR EITHER:

Selected devices or All devices

PUBLISH YOUR AD(S) BY:

Ads Network
Ads Channel
Selected Page of Issue
Age
Geographic Location
Male/female

DELIVER THE AD(S) FOR:

An agreed duration and/or
An amount of impressions



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