



you create. we deliver.



MEDIA KIT

SOME OF OUR PUBLISHING CLIENTS



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 TABLET MARKET ?

50 Billion

Apps Downloaded in iTunes Store
(May 2013)

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

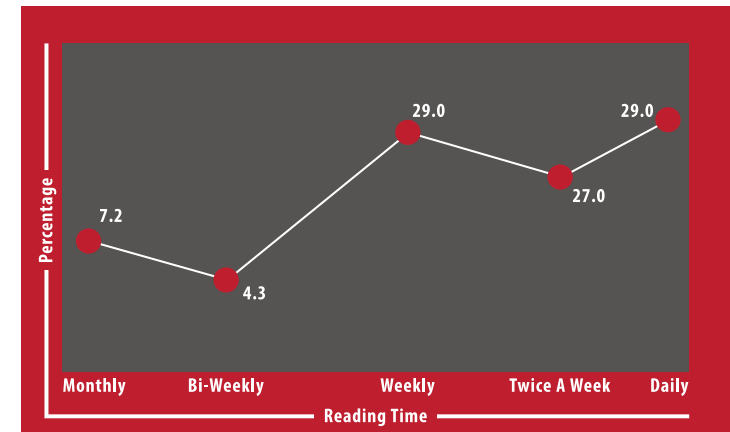
Conversion

- According to stats from Affiliate Window, conversion rate for iPads was 3.82% in August, compared to 1.9% for desktop (i.e. non-mobile)

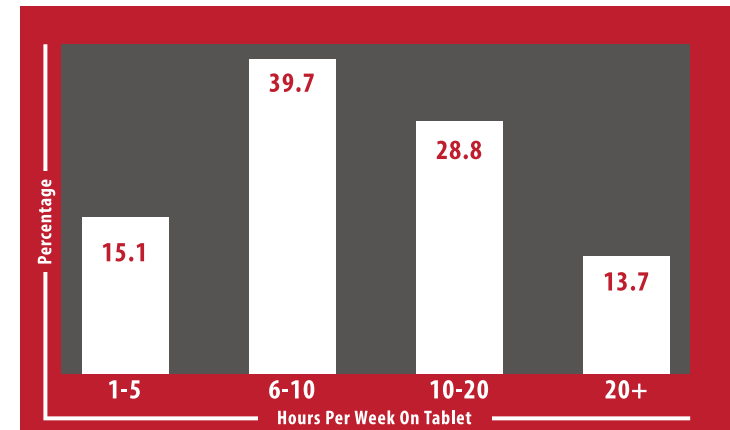
Spending

- 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: Home, Womens, Lifestyle and Entertainment Channels.



We Know Our Readers Very Well

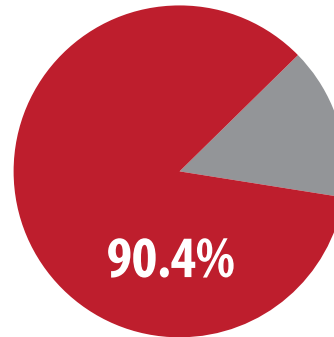
- First and last names
- Email addresses
- Age
- App stats-page turns
- Geographic location

HOW BIG IS THE PIXELMAGS AUDIENCE?

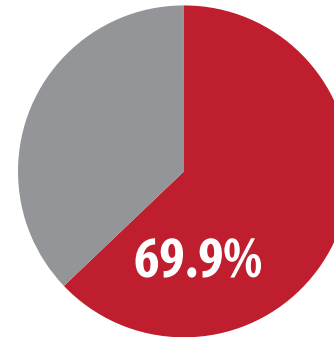


All content accessed via tablet or mobile device

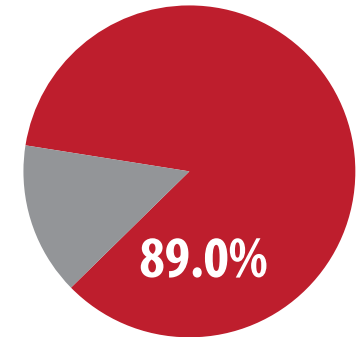
MORE THAN
51
MILLION
USERS



Research

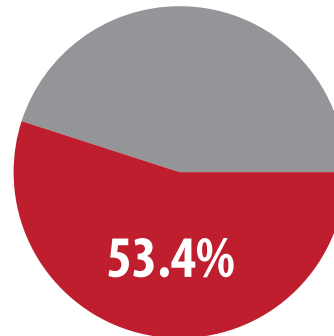


Ages 25-54

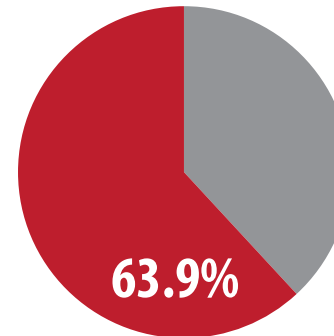


Purchased Products

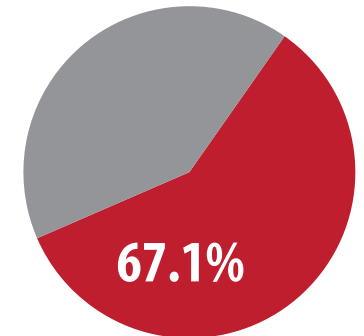
MORE THAN
1000
TITLES



Go Online



Males



Own Homes

YOU WANT MORE

67.1% own their home

89.0% purchased products or services on tablet/ mobile

53.4% use tablet as primary method to access the internet

63.9% of users are male

90.4% use tablet for research

69.9% are ages 25-54

*Sourced via Survey Monkey study of PixelMags users Q4 2012

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 branded magazines apps in the iTunes App Store.

Roadblock Interstitial Ad Unit



In-Content Ad Unit



EXAMPLES OF HTML5



We can do everything from Auto or User Initiated Video Player to Video Galleries, 360 Effects, Animations, Social Sharing, eCommerce Platforms, Swipe Engagement Features, along with a variety of other options to create a memorable experience for your target markets. Please take a look at a few examples below:



Interactive Ad Unit



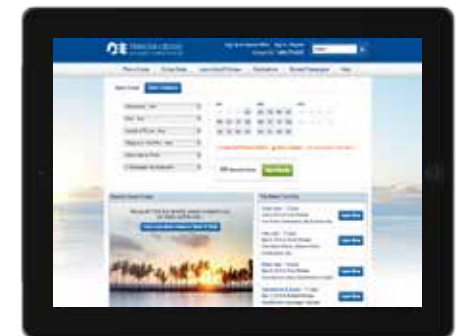
In-App Video Gallery



In-App Registration



In-App Video Player



In-App Trip Booking

With HTML5 creative, the possibilities are truly limitless. It is the future of Digital Advertising. PixelMags can take our 60+ million users anywhere you are looking to gain traction from. Using our interactive full-page in-content and pre-launch interstitial units, your ads will be seen.

DELIVERY OPTIONS



We deliver category channels and campaigns are setup on a CPM basis and engaging your target audience by means of:



Channel Targeting

Deliver Ad(s) For

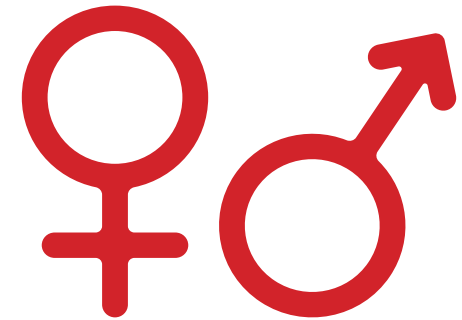
- An agreed duration and/or
- An amount of impressions



Age Targeting

Publish Your Ad(s) By:

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



Gender Targeting

Design Your Ad(s) For Either:

- Selected devices or All devices

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



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