



# • PROGRAMMATIC

**Brainjolt** provides uplifting, compelling content with a mission to 'Save the World from Boredom & Spread Happiness'. We create content on 22words and Magiquiz that people want to share.



## AUDIENCE PROFILE

### 22WORDS

is a premier viral publisher serving up funny, cute, heartwarming, and fascinating stories to over 50M readers a month and is a Quantcast Top 10 mobile site with 45M monthly uniques and more than 130M pageviews.



**66% FEMALE**  
**52% 25-44**  
**51% HHI \$75K +**  
**48% HAS KIDS**

### MAGIQUIZ

is America's most popular viral quiz site serving up amusingly insightful and compelling shareable quizzes to more than 15M readers a month.

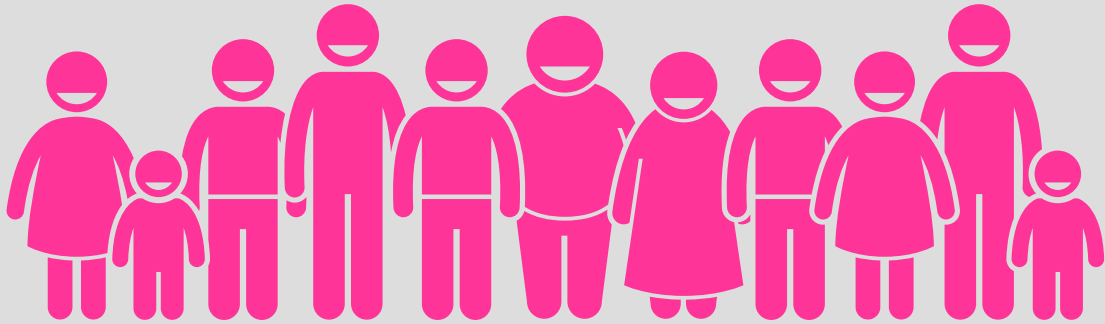


**75% FEMALE**  
**57% 18-34**  
**33% HAS KIDS**

We offer access to exclusive, premium **Brainjolt** inventory through Programmatic Direct and Private marketplace.

REACHING **HAPPY**  
**AUDIENCES**  
**AT SCALE**

**65M** **UNIQUE**  
CONSUMERS



## MONTHLY INVENTORY



MOBILE WEB

**800M**



DESKTOP WEB

**100M**



**INVENTORY**

**160 x 600**

**320 x 50**

**300 x 600**

**300 x 250**

**780 x 90**

**970 x 250**