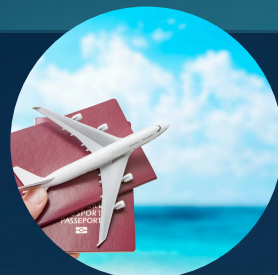


TRAVEL

Audience Insights

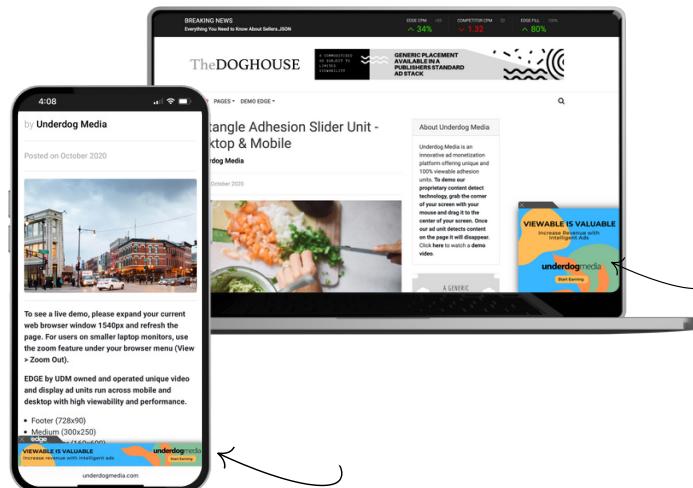


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Target our audience of specific consumers with a passion for travel. These individuals frequently utilize hotel and rental accommodations, regularly book air travel, often rent cars, and enthusiastically pursue vacations and cruises - all demographics that can be precisely targeted through our customized approach.

- 41M have taken a domestic personal trip (last 12 mos)
- 23M have taken 2 domestic personal trips (last 12 mos)
- 13M have taken 3-6 domestic personal trips (last 12 mos)
- 20M have taken 1-6 international trips (last 12 mos)
- 48M have stayed at a hotel (last 12 mos)
- 19M have purchased a personal airline ticket (last 6 mos)
- 12M rented a car (personal trip last 6 mos)
- 18M took a beach vacation (last 12 months)
- 13M purchased a cruise vacation (last 6 mos)
- 8M visited a theme park (last 12 months)
- 18M rented accommodations for a personal or business trip (last 6 mos)
- 20M have purchased a personal hotel reservation (last 6 mos)
- 11M purchased vacation packages
- 57M belong to a frequent flyer program

General Demographics
113M in the USA
56M Females
57M Males



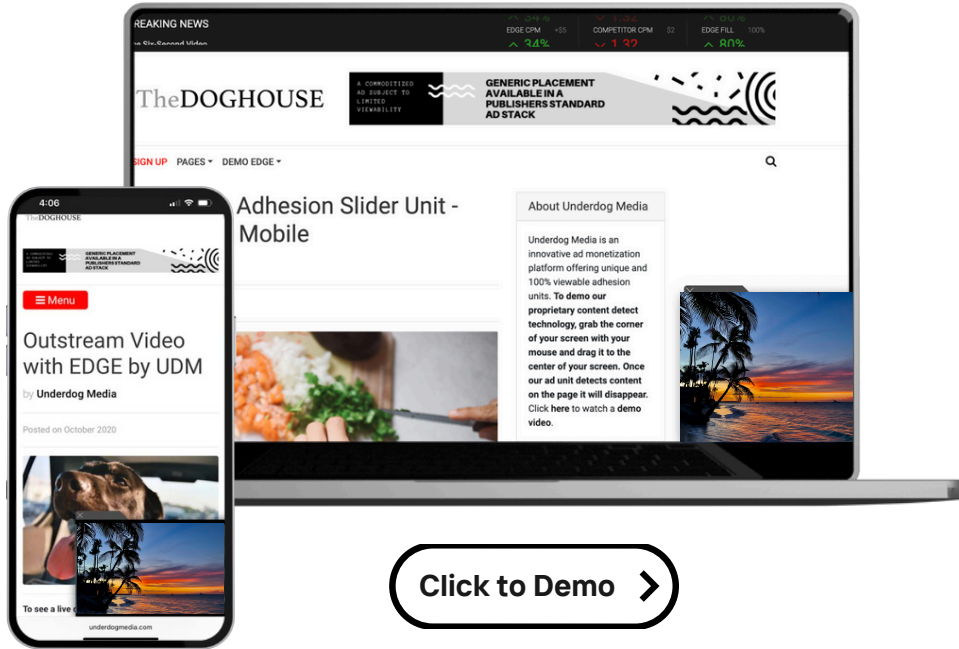
Get in touch! For more information about targeting this audience through a PMP, please contact: Michelle Gable - mgable@underdogmedia.com

Underdog Media

Maximize Revenue with Innovative Ads



EDGE by UDM



Utilize our unique EDGE by UDM

- Unique owned and operated EDGE by UDM ad units demonstrate exceptional visibility and engagement
- KPI's are 80%+ viewability, average .34%CTR, and high completion rate on video
- Enhance performance by integrating a customized audience specifically designed for your brand.
- Exclusive global inventory across mobile web and desktop generating 2B impressions and attracting more than 245 million unique users each month

Access top programmatic CTV/OTT inventory! Tap into some of the most well-known apps!

- Large-screen targeting available
- Incorporate a customized audience that we develop exclusively for your brand to enhance performance.
- Create a custom CTV/OTT app list that yields a high ranking stats against your targeted audience to target for your campaign
- Run on networks such as Vizio, MLB.TV, Fubo, PlutoTV, AMC Networks, Paramount+ and more

CTV/OTT



The Buyer Advantage

- 245M monthly uniques and 2B worldwide impressions; 113M Monthly US Uniques
- Unique & Exclusive Inventory
- Custom Audience Targeting Through a PMP
- Programmatic CTV/OTT, Display and Video
- Audience Insights & Data

Quality, Transparency, & Efficiency

- Ads.txt and sellers.json compliant
- Third-party brand safety vendors include: BetterAds.org compliant and Confiant
- Ranked in top 10 on Comscore's Multi-Platform Ad Ecosystem
- Dedicated team to oversee performance

Get in touch! For more information about Display, CTV and video opportunities, please contact: Michelle Gable - mgable@underdogmedia.com

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