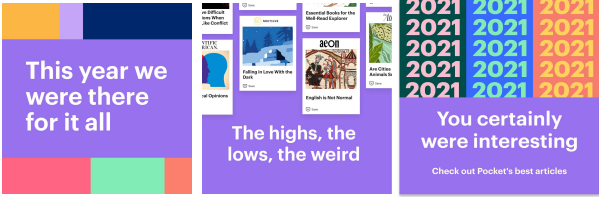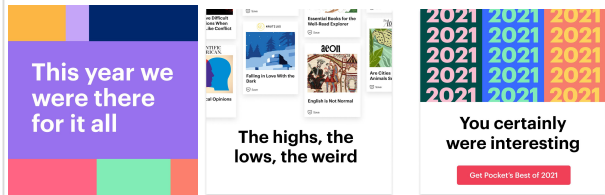| United States and United Kingdom	
EN	Flight Dates: 12/1-12/31 Budget: $100K UK Flight Dates: 12/16-12/31 Budget: $50K
Targeting Segment 1 (Launching 12/15)	Location - Living In: United States Age: 25 - 54 People Who Match: Interests: News Online, Reading, Bachelor's degree or higher, Vanity Fair (magazine), Bachelor's degree, VOX (TV channel), Technology News, Kindle, IPad, National Geographic Channel, Online newspaper, short stories, Business News, The New Yorker, Business, Kindle Fire, Finance (newspaper), Master's degree, Technology, Vox Media or E-book readers, Behaviors: Likely engagement with US political content (liberal), Education Level: College grad or Master's degree, Industry: IT and Technical Services or Business and Finance And Must Also Match: Income: Household income: top 10%-25% of ZIP codes (US) UK Campaign has same targeting with a UK audience (Zip code targeting not avaliable for UK)
Targeting Segment 2 (Launching 12/1)	Location - Living In: United States Age: 18 - 65+ People Who Match: Interests: News Online, Reading, Fox News Channel, Technology News, Kindle, IPad, Sports entertainment, CBS News, Online newspaper, Business News, Kindle Fire, NBC News, Breaking news, Finance (newspaper), Sports News or E-book readers, Industry: Arts, Entertainment, Sports and Media And Must Also Match: Income: Household income: top 25%-50% of ZIP codes (US) UK Campaign has same targeting with a UK audience (Zip code targeting not avaliable for UK)
Carousel images Image 1 Copy: This year we were there for it all Image 2 Copy: The highs, the lows, the weird Image 3 Copy: You certainly were interesting	
	Primary text (101): Long-read lover? Tech aficionado? Great-advice seeker? See which articles made Pocket's Best of 2021. HL (29): Pocket's Best of 2021 is here Description (15): See the winners CTA: Learn More

|	
Carousel images **Image 1 Copy: This year we were there for it all** **Image 2 Copy: The highs, the lows, the weird** **Image 3 Copy: You certainly were interesting**	

	Primary text (101): Long-read lover? Tech aficionado? Great-advice seeker? See which articles made Pocket's Best of 2021. HL (33): See the top articles of the year Description (19): Pocket Best of 2021 CTA: Learn More

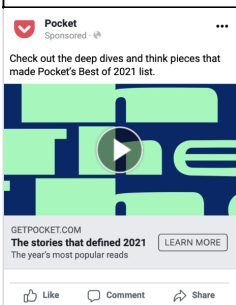|	
15 second Video Asset	
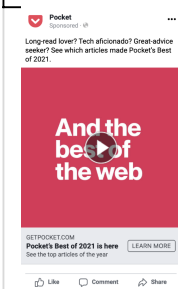
	Primary text (101): Long-read lover? Tech aficionado? Great-advice seeker? See which articles made Pocket's Best of 2021. HL (31): Pocket's Best of 2021 is here Description (32): See the top articles of the year CTA: Learn More

15 second Video Asset	

	Primary text (79): Check out the deep dives and think pieces that made Pocket's Best of 2021 list. HL (29): The stories that defined 2021 Description (29): The year's most popular reads CTA: Learn More

Copy on image **DE copy: Technologie Best of 2021**

Primary text (94): The best articles of the year from top publications — see them all in Pocket's Best of 2021.

HL (29): The stories that defined 2021

Description (29): 2021's most interesting reads

CTA: Learn More