

*we'll help you*  
**TELL YOUR STORY.**

Inspire. Inform. Entertain.

We're ready when you are!

[collab@updato.com](mailto:collab@updato.com)

UPDATO

# WHO WE ARE

Founded in 2011, Updato is one of the largest digital publications dedicated to mobile technology. With a special love for all things Android, our reputation was built on delivering humanized tech content that appeals to gadget geeks and Android newcomers alike.

From our humble beginnings – and some 6 million words later – we’ve grown into one of the most prominent voices in tech reporting. **Each year, we proudly serve an audience of over 60 million** tech enthusiasts and savvy millennials.

5.2<sub>M</sub>

MONTHLY READERS\*

3.5<sub>M</sub>

YOUTUBE VIEWS

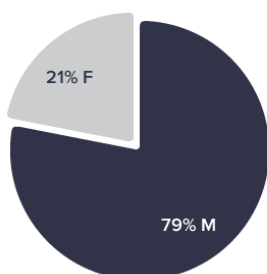
10.1<sub>M</sub>

ANDROID APP INSTALLS

\*web & mobile collectively

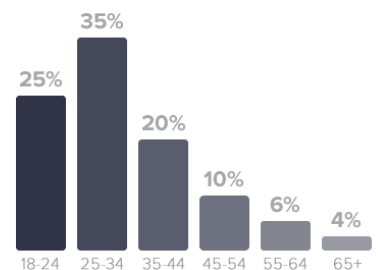
Over 60% of our every-day readers are what we call Yuccies. **Young Urban Creatives.** A term that defines technophiles, mobile enthusiasts and movie lovers.

## Gender



Worth noting some of the *primary interests* of our audience include shopping, photography, social media, music, games and casual travelling...to name a few.

## Age



# WHERE WE ARE

We strive to be a diverse and an inclusive global community; serving everyone, everywhere. **The internet is a beautiful thing!**



## Top Geographies

United States



India



United Kingdom



Indonesia



Canada



Germany



# WHAT WE OFFER

From sponsored posts and native advertising to video features - we'll work with you to create a **custom campaign** that meets *your* needs and expectations.

**Not sure where to start? Here are our top performers:**

## Editorial Sponsorship

Editorial sponsorship (aka Sponsored Posts) is content that is funded by and created in collaboration with an advertiser. The content is produced, written and edited by Updato team to the *same standards* as all editorial content.

## Video Features

A video feature is one of the most effective ways to visually showcase your product and engage your target audience. Whether it's a Top Tech feature or a dedicated product review, we take great pride in producing *visually-stunning* footage that unveils your brand in an unforgettable fashion.

## Native & Experimental

Native and experimental advertising is a powerful way to celebrate the new generation (the Yuccies) by creating *unique* and *custom* experiences that engage, inform and compel the audience in a seamless way. Sky's the limit - let's collaborate and get creative.

## Banner & Interstitial

Banner ads are what we're all acquainted with. We support a wide variety of standard ad sizes including 300x250, 300x600, 970x250 and 728x90; as well as featured headers, full page background ads and mobile popups.

# let's **WORK TOGETHER.**

With a creative team of professionals, our mission is to help brands tell their stories in ways that drive real brand-awareness, user engagement and customer acquisition.

With *editorial sponsorship, video features, and custom ad campaigns*, we work closely with brands to create original and globally recognized content.

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Moving beyond clicks and impressions

*let's be human.*