

we'll help you
TELL YOUR STORY.

Inspire. Inform. Entertain.

We're ready when you are!

advertise@updato.com

UPDATO

WHO WE ARE

We're sort of the cool kids on the block ;). Updato brand was launched in 2011 and immediately became a hit with humanized tech content that appeals to gadget geeks and Android newcomers alike.

With **over 4,000 blog posts** under our belt, an **Android app with nearly 10 million installs**, and over **35 million pageviews** in 2016 alone, Updato is recognized as the leading authority on *all things Android*.

3.1 mil

MONTHLY READERS*

5.2 mil

MONTHLY VIEWS*

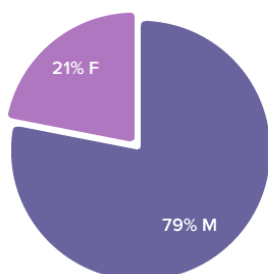
9.1 mil

ANDROID APP INSTALLS

*web & mobile collectively

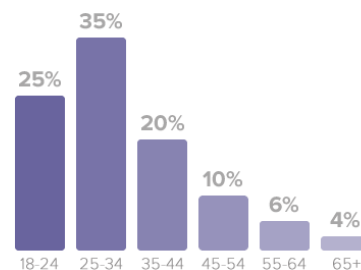
Over 60% of our every-day readers are what we call Yuccies. **Young Urban Creatives**. A term that defines technophiles, mobile enthusiasts and movie lovers.

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



welcome to our neighborhood.

Top 7 **Web** Countries

United States	28.26%
India	9.72%
United Kingdom	5.50%
Indonesia	2.67%
Canada	2.54%
Germany	2.53%
Pakistan	2.44%

Top 7 **Mobile** Countries

India	15.44%
United States	8.49%
Egypt	7.95%
Brazil	4.46%
Saudi Arabia	3.32%
Thailand	3.20%
Indonesia	2.94%

WHAT WE OFFER

From sponsored posts to native advertising - 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 Updateo team to the *same standards* as all editorial content.

Rates start at: **

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.

Rates start at: ***

Banner & Interstitial

Banner ads are what we're all used to seeing on the web. 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.

Rates start at: *

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, native content, 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.