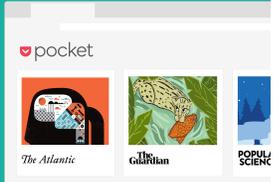
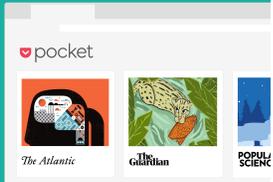
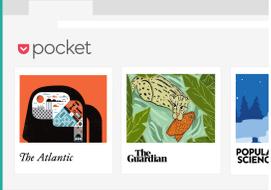
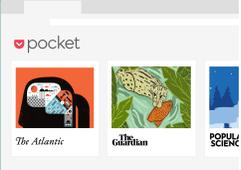
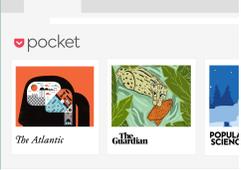
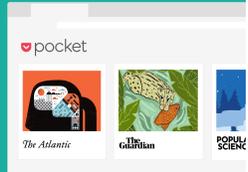


English	
US	Flight Dates: 11/17-12/15 Budget: \$250K
<p style="text-align: center;">Targeting Segment 1</p>	<p style="text-align: center;">Location - Living In: United States: California; New York; Texas Age: 25 - 65+ Gender: Male</p> <p style="text-align: center;">People Who Match: Interests: Reading, The New York Times, The Washington Post, Bachelor's degree, NPR, The New Yorker or The Wall Street Journal, Education Level: Master's degree, Industry: IT and Technical Services or Education and Libraries, Income: Household income: top 10%-25% (US)</p>
<p style="text-align: center;">Targeting Segment 2</p>	<p style="text-align: center;">Location - Living In: United States: California; New York; Texas Age: 18 - 65+ Gender: All</p> <p style="text-align: center;">People Who Match: Interests: Science, Mindfulness, Bachelor's degree or higher, Literature, Online newspaper, Running, Productivity, Politics, Cooking or Hobbies and activities, Education Level: College grad</p>
Copy on image EN copy: Save the best articles in one place	
<p style="background-color: #009688; color: white; padding: 5px;">Save the best articles in one place</p> 	<p>Primary text (125): Take control of your time. Use Pocket to save articles for later & build a library that reflects your eclectic reading taste.</p> <p>HL (32): Pocket: Read smarter & save time Description (31): Start building your library now</p> <p>Desktop CTA: Download Mobile CTA: Download & Sign Up (seeing which works best)</p>
Copy on image EN copy: Save the best articles in one place	
<p style="background-color: #009688; color: white; padding: 5px;">Save the best articles in one place</p> 	<p>Primary text (125): Reclaim your attention. Save articles in Pocket as you come across them & read them later in a distraction-free space.</p> <p>HL (32): Pocket: Read smarter & save time Description (31): Start building your library now</p> <p>Desktop CTA: Download Mobile CTA: Download & Sign Up (seeing which works best)</p>

<p>Copy on image EN copy: Save the best articles in one place</p>	
<p>Save the best articles in one place</p> 	<p>Primary text (125): Reclaim your attention. Save articles in Pocket as you come across them & read them later in a distraction-free space.</p> <p>HL (32): Pocket: Read smarter & save time Description (31): Start building your library now</p> <p>Desktop CTA: Download Mobile CTA: Download & Sign Up (seeing which works best)</p>
<p>Copy on image EN copy: Discover the best articles in one place</p>	
<p>Discover the best articles in one place</p> 	<p>Primary text (121): You know a good article when you see one. Discover thousands in Pocket. Expert analyses, deep-dives, think pieces & more.</p> <p>HL (31): Smart stories for smart people Description (23): Start reading in Pocket</p> <p>Desktop CTA: Download Mobile CTA: Download & Sign Up (seeing which works best)</p>
<p>Copy on image EN copy: Discover the best articles in one place</p>	
<p>Discover the best articles in one place</p> 	<p>Primary text (122): Who has time for mindless scrolling? Get straight to the best articles from vetted publications. No fluff. Only substance.</p> <p>HL (31): Smart stories for smart people Description (23): Start reading in Pocket</p> <p>Desktop CTA: Download Mobile CTA: Download & Sign Up (seeing which works best)</p>
<p>Copy on image EN copy: Discover the best articles in one place</p>	

Discover the best
articles in one place



Primary text (122): Save time when you're looking for something to read — see only the best articles from across the web, all in one place.

HL (31): Smart stories for smart people

Description (23): Start reading in Pocket

Desktop CTA: Download

Mobile CTA: Download & Sign Up (seeing which works best)