| Targeting Segment 1 (Launching 12/15) | Flight Dates: 12/1-12/31 Budget: $100K  
UK Flight Dates: 12/16-12/31 Budget: $50K  
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 available for UK) |
|---|
| Targeting Segment 2 (Launching 12/1) | Flight Dates: 12/1-12/31 Budget: $100K  
UK Flight Dates: 12/16-12/31 Budget: $50K  
Location - Living In: United States  
Age: 18 - 65+  
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 available 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


HL (29): Pocket’s Best of 2021 is here

Description (15): See the winners

CTA: Learn More
This year we were there for it all
The highs, the lows, the weird
You certainly were interesting

HL (33): See the top articles of the year
Description (19): Pocket Best of 2021
CTA: Learn More

15 second Video Asset

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