

YourDictionary + WordFinder Media Kit 2022



We have a way with words.

YourDictionary empowers users with the world's greatest resource about words and language by giving them crisp, clear guidance that enables them to write and speak with confidence.

YourDictionary

25MM

Monthly Unique
Visitors

+26%

YoY Growth

75%

Adults 18-44

Word games are more fun when *you're winning.*

WordFinder helps language lovers discover new words and win their favorite word games by creating fun tools and content.

WordFinder

4MM

Monthly Unique
Visitors

97MM

Monthly Page
Views

9:30

Average Session
Duration

An established leader in **Programmatic**, YourDictionary and WordFinder offer partners the opportunity to reach a uniquely targeted audience across expansive content offerings.

- 76% viewability
- Dedicated in-house team curates highly-customizable, scalable partnerships that perform
- Proximate by LTK 1st party data segments leverage insights around user interest, engagement, and intent
- Campaign analysis identifies insights around engagement and overlap to inform optimization in real-time





Private Auctions

- Dynamic and flexible floor pricing
- One: One or One: Many buys for marketplace optimization
- Dedicated troubleshooting team with advanced expertise
- Improved scale and performance over the open exchange

Preferred Deals

- Fixed price for maximum efficiency and transparency
- Contextual viewability and audience targeting
- First look access at a higher priority
- Improved scale and performance over private auctions

Programmatic Guaranteed

- Sponsorships/takeovers
- 100% SOV/SOP on targeted content or full site
- Guaranteed delivery and performance
- Contextual viewability and audience guarantees
- Dedicated team supporting daily reporting and optimizations

Let's work together.

Please contact marc.boswell@lovetoknow.com

We look forward to hearing from you!