

Condé Nast and Flipboard Launch Brand Advertising On Flipboard for iPad with The New Yorker, Wired and Bon Appétit

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July 25, 2011 – PALO ALTO, Calif. — Today, Flipboard and Condé Nast bring brand advertising to the popular social magazine for iPad with web content from *The New Yorker*, *Wired* and *Bon Appétit*, with additional titles coming to Flipboard throughout 2011. American Express will be first to launch its campaign starting today in *The New Yorker* with Lexus following suit in October in *Bon Appétit*, *The New Yorker* and *Wired*.

Flipboard's new program gives publishers and content creators a fresh way to offer magazine-like experiences of their web content with full-page ads to showcase advertiser brands. With a limited number of ad pages available within select content, advertisers benefit from an unprecedented share of voice within an immersive iPad reading experience. A simple tap on the magazine-style ad takes a reader to a brand's website or Facebook page for additional information.

"Condé Nast is always looking for ways to take advantage of new channels that provide an environment in keeping with our editorial excellence, while offering unique opportunities for readers and advertisers," said Lou Cona, CMO at Condé Nast. "Flipboard's social magazine is a great example of that winning combination, while also giving us another way to market our own portfolio of tablet apps."

Flipboard developed its brand advertising on the popular and groundbreaking iPad in collaboration with Condé Nast including the design and placement of the advertising inside the social magazine. Using a revenue share model, Flipboard will manage inventory and the publisher maintains its direct relationships with advertisers.

"Condé Nast continues to create new experiences for their content that also brings new reach to their advertisers. We are excited to be a part of this overarching strategy and bring their amazing stories, images, publications and advertisers to readers on Flipboard," said Mike McCue, CEO of Flipboard.

"At American Express, we actively seek innovative partners that connect our Cardmembers with compelling and creative content through platforms that fit into their evolving digital lifestyle," said Louis Paskalis, Vice President Global Media, Content Development & Mobile Marketing of American Express. "As such, we are proud to be an inaugural advertising partner for the groundbreaking New Yorker Flipboard edition, which will provide our Cardmembers and consumers everywhere a seamless, next-generation way to experience an iconic magazine in a tablet friendly adaptation."

"At Lexus, we strive to remain at the forefront of technology, whether in how we design our vehicles or how we communicate with consumers," states Dave Nordstrom, vice president of marketing for Lexus. "This new Flipboard integration will enable us to connect with our audience, and their lifestyles, in a creative way."