

Interests & behaviours

- Catching up on favourite Television
- Theatre advocates
- Researching Personal Banking Products
- Engaging with Food & Spirits media

Lifestyle: Boating, Baseball, Home DIY, wSnowboard, Ballet Visitors, Baseball Tickets

Consumer affinity

4x

more likely to be in-market for **Fashion**

5x

more likely to be in-market for **Travel**

Favourite auto brands

FIAT



Sentiment

“Television influences my thoughts and feelings”

“I often enjoy watching advertisements on TV”

“I like to stream content that is trending”

“Whilst watching TV, I search the internet for products I see advertised”

Arts & Entertainment Audience

Postmedia’s Arts & Entertainment audiences are the active type who seek new trends and fun things to do.

32m

Page views/month

3.7m

Uniques/month

\$640+

Avg Jewellery Purchases/yr

\$15k+

Avg Home Improvement spent/yr

Female

25-44

\$88K

HHI

Trend Hunters

Highly receptive to online ads – particularly while streaming – they prefer to consume digital entertainment at home as opposed to theatres and save their free time for DIY projects

Favourite Postmedia content

TORONTO SUN



Mark Daniell



Dennette Wilford



Local News



Celebrity News

Trusted & scalable audiences

- Investors
- Mortgage
- Commodities
- Crypto
- Economy
- Insurance
- Loans
- Personal Banking
- Stocks and Investments
- TFSA
- Personal Banking
- Canadian Dollar
- Credit Cards
- Debt
- Family Finance
- Interest Rates
- Mortgage
- Retirement
- Taxes
- and more