

Business Audience

Postmedia's Business audiences are highly motivated in their careers and finances.

40m

Page views/month

6.1m

Uniques/month

51/49

Male/Female

Decision Makers

Company Role

35-44

Age

\$200K+

HHI



Go Getters

Responsive to Investment content and media, these audiences are on trend with business and money making news. Actively seeking content on to better their knowledge likely to better inform their decision making careers.

Interests & behaviours

- Following Inflation news
- Up to date on Chinese EVs
- Engaging with New Build Homes media
- Oil & Gas advocates

Career: Finance, Telecomm, B2B, Corporate Policy, R&D/Engineering

Consumer affinity

4x

more likely to engage with Investing content

4x

more likely to be in-market for a Mortgage

Favourite auto brands



Sentiment

"I prefer high-risk investments to earn as much as possible"

"I prefer to spread my financial dealings across advisors who specialize in different areas"

"My main goal is to make as much money as possible"

"Decentralized Finance is the future"

Favourite Postmedia content

FINANCIAL POST



Jamie Golombek



Pamela Heaven



Economy



Local 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