

Interests & behaviours

- In-Market for a Mortgage
- Seeking TFSA and RRSP advice
- Researching Personal Banking Products
- Shopping on Amazon

Lifestyle: Golfers, Joggers, Yoga, Swimmers, Pub Visitors, Basketball Tickets

Consumer affinity

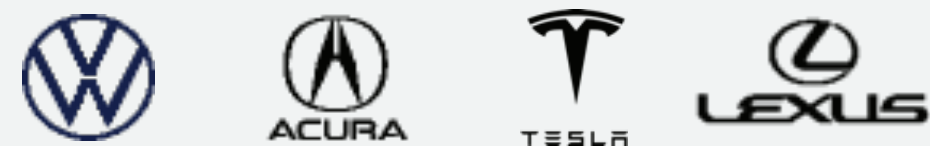
2x

more likely to be in-market for an EV/Hybrid

5x

more likely to be in-market for Fashion

Favourite auto brands



Sentiment

“I find investing and personal finance interesting and know quite a lot about it”

“I’m interested in financial services advertising”

“I look for profitable ways to invest my money”

“Online only banks are as trustworthy as traditional banks”

Finance Audience

Postmedia’s Finance audience is a financially affluent group who appreciate managing their own wealth.

20m

Page views/month

2.4m

Uniques/month

\$245k+

Avg. total Invested

\$400+

Avg. online shopping/month

male

25-44

\$100k-\$200K

HHI



Self-Managed Finances

Keeping up to date on news and advise from Postmedia’s stable of Finance columns they are keen on new investment opportunities, new banking products and keeping up to date on business trends and economy news.

Favourite Postmedia content

FINANCIAL POST

David Rosenberg



Gabriel Friedman



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