

## Interests & behaviours

- Find their news on Social Media
- In-market for Cell/Internet provider
- Interested in Investment opportunities
- Reading about National Defence

**Lifestyle:** Baseball, Sailing, Hiking, Gardening, Sports Tickets, Pubs & Bars

## Consumer affinity

**2x**

more likely to engage with **Grocery** media

**2x**

more likely to engage with **Real Estate**

## Favourite shopping categories



## 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”

# News & Politics Audience

Postmedia’s News and Politics audiences trust news media.

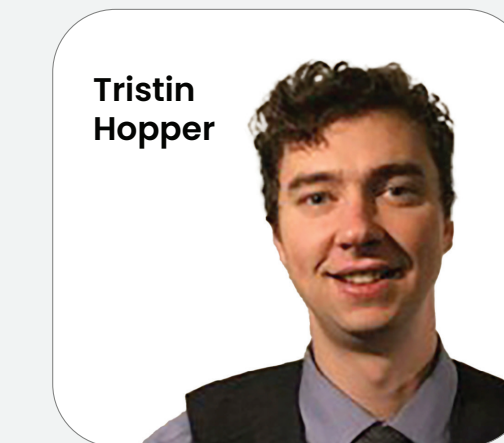


### News Enthusiasts

Digital savvy for news aggregation, they have an appreciation for diverse opinions while also keeping up to date on the issues affecting Canada both nationally and locally.

## Favourite Postmedia content

**NATIONAL POST**  
**VANCOUVER SUN**



## 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