

# Real Estate Audience

Postmedia's Real Estate audiences are all-in on the Real Estate market.

**22m**

Page views/month

**1.5m**

Uniques/month

**\$280K+**

Avg online spend/mth

**\$12k+**

Avg Home Improvement spent/yr

**65/35**

HomeOwner/Renter

**\$100K+**

HHI



### What bubble?

Affluent in all forms of Real Estate, these readers are focused on building the value and comfort in their nest with a high propensity to engage with all real estate media.

## Interests & behaviours

- Following Investment news
- Reading about Commercial Real Estate
- Reading about Home Improvement
- Researching Mortgage Rates

**Lifestyle:** Fitness, Basketball, Soccer, Boating, Football Tickets, Golf Enthusiasts

## Consumer affinity

**18x**

more likely to engage with **Renovation** media

**4x**

more likely to be planning to **travel**

## Favourite shopping categories



Gardening



Furniture



Tickets/Events

## 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"

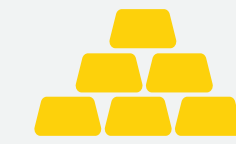
"Decentralized Finance is the future"

## Favourite Postmedia content

FINANCIAL POST

VANCOUVER SUN

Robert McLister



Economy



Real Estate

## 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