

## Interests & behaviours

- Looking for Airline deals
- Reading Tourism sponsored content
- Outdoor adventure enthusiasts
- Travelling Canada

**Lifestyle:** Aerobics, Yoga, Live Music, Football Fans, Outdoor Sports, Museums, Art Galleries

## Consumer affinity

**17x**

more likely to be planning a trip

**15x**

more likely to engage with Tourism media

## Favourite travel categories



Caribbean



E. Asia



Packages

## Sentiment

“I love sharing my vacation experiences online”

“Newspaper and Magazine articles on holiday and travel influence my choice of holidays”

“I like to travel to destinations I see on social media”

“Using rewards points helps me travel more often”

# Travel Audience

Postmedia’s Travel audiences are enthusiastic travellers that love to explore.

**25m**

Page views/month

**1.4m**

Uniques/month

**50/50**

Male/Female

**\$3377**

Avg spend/int'l trips

**35-44**

Age

**\$100K+**

HHI

### Ready for Take-Off

Keen on absorbing local art, music and museums, these are well seasoned travellers who are always looking for advice and recommendations on new destinations to explore.

## Favourite Postmedia content

FINANCIAL POST

VANCOUVER SUN

Chris Knight



Canada



Politics

## 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