Interests & behaviours

- Automotive Shopping Advice
- Reviews & Test Drives
- Reading about Environmental Sustainability
- Investing
- Looking to Travel
- Shopping for Car Insurance

Lifestyle: Fitness, DIY'ers, Golfing,

Pro-Sports tickets, Outdoor Fun

Consumer affinity



Favourite cars

SUVs, Pickup Trucks, Hatchbacks

Sentiment

"I keep up on the latest advances in automobile technology"

"I would like to own an autonomous vehicle"

"I like innovative cars"

"My car should catch peoples attention"

Automotive Audience

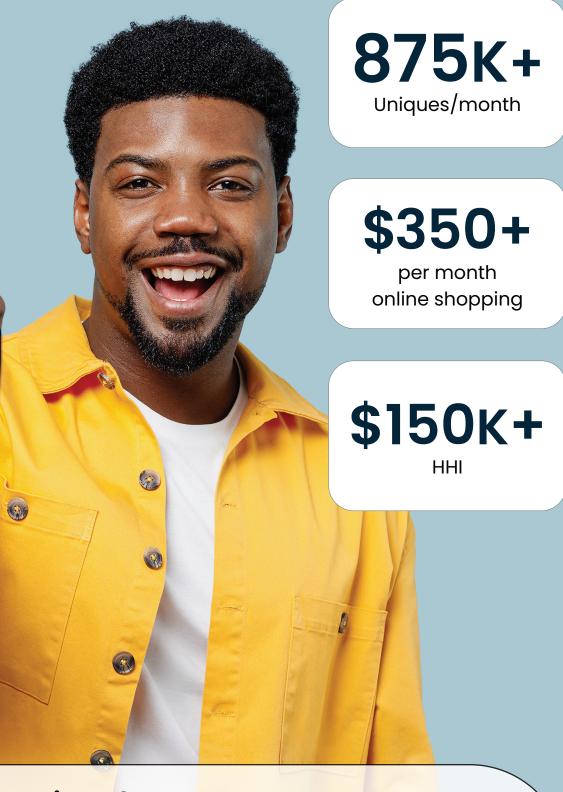
Postmedia's Automotive audience is interested in automotive shopping advice, reviews and test drivers.

5.18m Page views/month

50/50 Male/Female

Responsive to Inve<mark>stment content and media, these audiences are on t</mark>rend with business and money making news. Actively seeking content on to better their knowledge likely to better inform their decision making careers.

P POSTMEDIA SOLUTIONS



Automotive Shoppers

Favourite Postmedia content

NATIONAL*POST











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

