

Move beyond demographics to reach audiences based on lifestyle and interests with **AFFINITY AUDIENCES**



Buying specific audiences online can be a real challenge. For example, to reach health and fitness enthusiasts or luxury travelers online, you could spend days piecing together a campaign across multiple publishers and ad networks to achieve the scale you need. No matter who your target is, we can connect you with a specific high-reach affinity audience designed to reach them. Efficiently select and buy audiences by choosing from over 80 different categories that mimic the breadth of TV audiences. Affinity audiences consist of aggregated users who have demonstrated a qualified interest in a particular topic. Take advantage of broad passions depicting a user's lifestyle rather than niche curiosities to reach your perfect audience and increase your brand awareness within that group. If you don't see an audience that's a perfect fit, contact your account manager and we can create a custom affinity audience just for you.

Available on
**MOBILE, VIDEO
& DESKTOP**



**ACHIEVE MASSIVE REACH
ONLINE – USING THE SAME
AUDIENCES YOU USE ON TV.**



AVAILABLE AUDIENCES

Points of Passion

Green living enthusiasts
Foodies
Cooking Enthusiasts
• 30 minute chefs
• Aspiring chefs
Shutterbugs
Savvy Parents

Pet lovers
• Dog lovers
• Cat lovers
Do-it-yourselfers
Auto enthusiasts
• Motorcycle enthusiasts
• Performance & Luxury vehicle enthusiasts

Fashionistas
Beauty Mavens
Home decor enthusiasts
Technophiles
Night life enthusiasts
Political junkies
Fast food cravers
Avid Investors

Active Lifestyle

Sports fans
• American Football fans
• Basketball fans
• Soccer enthusiasts
• Baseball fans
• Hockey fans
• Golf enthusiasts
• Tennis enthusiasts

• Racquetball enthusiasts
• Winter sports enthusiasts
• Water sports enthusiasts
• Swimming enthusiasts
• Boating & sailing enthusiasts

• Running enthusiasts
• Cycling enthusiasts
• Skiing enthusiasts
Thrill seekers
Health & Fitness buffs
Outdoor enthusiasts

Travel Savvy

Travel Buffs
Luxury travelers
Family vacationers
Beach bound travelers
Snowbound travelers

Consumer Habits

Bargain Hunters
Luxury shoppers
Value shoppers
Auto Enthusiasts
• Motorcycle enthusiasts
• Performance & Luxury vehicle enthusiasts
Nightlife enthusiasts

Fashionistas
Beauty Maven
Home Decor enthusiasts
Technophiles
Political Junkies
Avid Investors

Arts & Entertainment

Movie lovers
• Action & Adventure movie fans
• Family movie fans
• Comedy movie fans
• Horror movie fans
• Romance & drama movie fans
• Sci-fi & Fantasy movie fans

News Junkies & Avid readers
• World
• Business
• Sports news

• Local news
• Entertainment & Celeb news
• Women's Interest
• Men's Interest

Art & Theater aficionados
Gamers
• Hardcore Gamers
• Casual & social gamers

TV Lovers
• Documentaries & Non-fiction TV fans
• TV Drama fans
• Family Television fans
• TV Comedy fans

• Sci-fi TV Fans
• Live Game, reality, and talk shows TV fans

Music Lovers
• Blues fans
• Classical music enthusiasts
• Country music fans
• Electronica and dance music fans
• Folk & Traditional music enthusiasts
• Indie & Alternative rock Fans
• Jazz enthusiasts
• Metalheads

• Pop music fans
• Rap & Hip-hop fans
• Spanish language music fans