

# Targeting



<u>Demographic and Household</u>	<u>Audience Selects Cont'd</u>	<u>Audience Selects Cont'd</u>
Gender	In Market - Furniture	Interest - Food & Wine
Age	In Market - Home Appliance	Interest - Golf
Hispanic Household	In Market - Home Improvement	Interest - Health and Fitness
Hispanic Speaking	In Market - Insurance - Auto	Interest - Home Improvement
African American Household	In Market - Insurance - Home	Interest - Homeschooling
Religion	In Market - Insurance - Life	Interest - Hunting
Education	In Market - Job Seeker	Interest - Jewelry
Credit	In Market - Legal	Interest - Lottery
Employment	In Market - Mattress	Interest - Motorcycle
Home Value	In Market - Mortgage or Loan	Interest - Music
Married/Single	In Market - Pet Products	Interest - Olympics
Household with or without Children	In Market - Real Estate	Interest - Pets
Life Event - Engaged	In Market - Solar Energy	Interest - Philanthropy and Charity
Life Event - New Mover	In Market - Television	Interest - Private School
Life Event - New Parent	Interest - Apparel and Accessories	Interest - Pro Wrestling
Life Event - Newly Married	Interest - Auto Racing	Interest - Sports
Lifestyle - Green	Interest - Beer	Interest - Sports - Baseball
Politics - Conservative	Interest - Bicycle	Interest - Sports - Basketball
Politics - Democratic Leaning	Interest - Buy Buy Baby	Interest - Sports - Cricket
Politics - Independent	Interest - Camping and Hiking	Interest - Sports - March Madness
Politics - Republican Leaning	Interest - Casino Gambling	Interest - Sports - MMA
Politics - Voters	Interest - Computers and Tech	Interest - Sports - Tennis
	Interest - Coupons	Interest - Thrift Store
<u>Audience Selects</u>	Interest - Diet & Weight Loss	Interest - Travel
In Market - Autos (make, body style...)	Interest - Disney	Interest - Video Games
In Market - Auto Body	Interest - Entertainment	
In Market - Auto Repair	Interest - Equestrian	
In Market - Boats	Interest - Fast Food	
In Market - Education	Interest - Fishing	