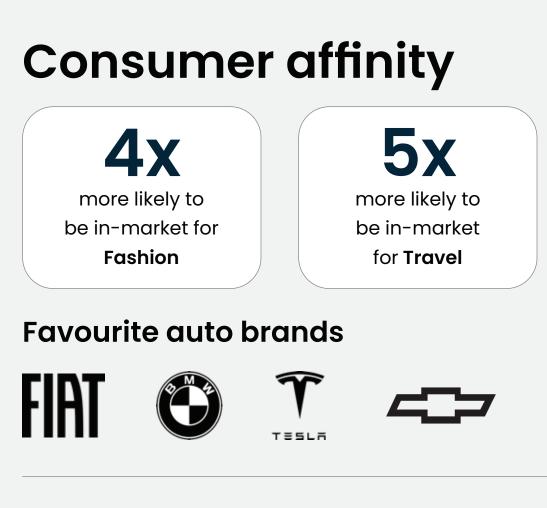
# Interests & behaviours

- Catching up on favourite Television
- Theatre advocates
- Researching Personal Banking Products
- Engaging with Food & Spirits media

Lifestyle: Boating, Baseball, Home DIY, wSnowboard, Ballet Visitors, Baseball Tickets



# Sentiment

- "Television influences my thoughts and feelings"
- "I often enjoy watching advertisements on TV"
- "I like to stream content that is trending"
- "Whilst watching TV, I search the internet for products I see advertised"

# **Arts & Entertainment Audience**

Postmedia's Arts & Entertainment audiences are the active type who seek new trends and fun things to do.



Highly receptive to online ads - particularly while streaming they prefer to consume digital entertainment at home as opposed to theatres and save their free time for DIY projects

### P POSTMEDIA SOLUTIONS

## **Favourite Postmedia** content

# TORONTO **SUN**









Local News

**Celebrity News** 

# **Trusted & scalable** audiences

- Events and Activities Music
- Books
- Celebrity
- Contests
- Culture & Fine Arts
- Lottery
- Movies

- Puzzles and Games
- Streaming Services
- Television
- Theatre
- and more

