

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

Consumer affinity

4x

more likely to
be in-market for
Fashion

5x

more likely to
be in-market
for **Travel**

Favourite auto brands

FIAT



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.

32m

Page views/month

3.7m

Uniques/month

\$640+

Avg Jewellery
Purchases/yr

\$15k+

Avg Home
Improvement spent/yr

Female

25-44

\$88K

HHI

Trend Hunters

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

Favourite Postmedia content

TORONTO SUN

Mark
Daniell



Dennette
Wilford



Local News



Celebrity News

Trusted & scalable audiences

- Events and Activities
- Books
- Celebrity
- Contests
- Culture & Fine Arts
- Lottery
- Movies
- Music
- Puzzles and Games
- Streaming Services
- Television
- Theatre
- and more