

## Interests & behaviours

- In-Market for a Mortgage
- Seeking TFSA and RRSP advice
- Researching Personal Banking Products
- Shopping on Amazon

**Lifestyle:** Golfers, Joggers, Yoga, Swimmers, Pub Visitors, Basketball Tickets

## Consumer affinity

**2x**

more likely to be  
in-market for an  
EV/Hybrid

**5x**

more likely to  
be in-market for  
Fashion

### Favourite auto brands



## Sentiment

"I find investing and personal finance interesting and know quite a lot about it"

"I'm interested in financial services advertising"

"I look for profitable ways to invest my money"

"Online only banks are as trustworthy as traditional banks"

# Finance Audience

Postmedia's Finance audience is a financially affluent group who appreciate managing their own wealth.

**20m**

Page views/month

**2.4m**

Uniques/month

**\$245k+**

Avg. total Invested

**\$400+**

Avg. online  
shopping/month

**male**

25-44

**\$100k-  
\$200K**

HHI



### Self-Managed Finances

Keeping up to date on news and advice from Postmedia's stable of Finance columns they are keen on new investment opportunities, new banking products and keeping up to date on business trends and economy news.

## Favourite Postmedia content

### FINANCIAL POST

David  
Rosenberg



Gabriel  
Friedman



## 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