

## Interests & behaviours

- In-market for Cell/Internet provider
- Interested in Investment opportunities
- Reading about National Defence

**Lifestyle:** Baseball, Sailing, Hiking, Gardening, Sports Tickets, Pubs & Bars

## Consumer affinity

**2x**

more likely to  
engage with  
**Grocery** media

**2x**

more likely to  
engage with  
**Real Estate**

## Favourite shopping categories



## Sentiment

"I prefer high-risk investments to earn as much as possible"

"I prefer to spread my financial dealings across advisors who specialize in different areas"

"My main goal is to make as much money as possible"

"Decentralized Finance is the future"

# News & Politics Audience

Postmedia's News and Politics audiences trust news media.

**60m**

Page views/month

**50/50**

Male/Female

**35-44**

Age

**14m**

Uniques/month

**\$821**

Avg donations/yr

**\$100K+**

HHI



### News Enthusiasts

Digital savvy for news aggregation, they have an appreciation for diverse opinions while also keeping up to date on the issues affecting Canada both nationally and locally.

## Favourite Postmedia content

**NATIONAL POST**  
**VANCOUVER SUN**

Tristin Hopper



Brian Lilley



Local News

## Trusted & scalable audiences

- BIPOC
- Canadian carbon tax
- Canadian politics
- Cost of living
- Crime and Law
- Environment
- Government
- Immigration
- Indigenous News
- Inflation
- LGBTQ+
- Military
- National Defence
- National News
- Racial equality
- Travel mandates
- USA news
- Weather
- and more