

Interests & behaviours

- Following Investment news
- Reading about Commercial Real Estate
- Reading about Home Improvement
- Researching Mortgage Rates

Lifestyle: Fitness, Basketball, Soccer, Boating, Football Tickets, Golf Enthusiasts

Consumer affinity

18x

more likely to engage with
Renovation media

4x

more likely to be planning to
travel

Favourite shopping categories



Gardening



Furniture



Tickets/Events

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"

Real Estate Audience

Postmedia's Real Estate audiences are all-in on the Real Estate market.

22m

Page views/month

1.5m

Uniques/month

\$280K+

Avg online spend/mth

\$12k+

Avg Home Improvement spent/yr

65/35

HomeOwner/Renter

\$100K+

HHI



What bubble?

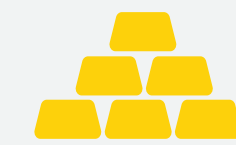
Affluent in all forms of Real Estate, these readers are focused on building the value and comfort in their nest with a high propensity to engage with all real estate media.

Favourite Postmedia content

FINANCIAL POST

VANCOUVER SUN

Robert McLister



Economy



Real Estate

Trusted & scalable audiences

- New build homes
- Renovations & Maintenance
- Commercial
- Condos
- First time home buyers
- Homes
- Mike Holmes
- New builds
- Senior Living