

Interests & behaviours

- Watching NHL Hockey & following PWHL scores
- Raptors news and stories
- Hunting for Grocery deals
- Researching phone & internet plans

Lifestyle: Pro sports tickets, jogging, concerts, camping, billiards + pubs

Consumer affinity

4x

more likely to
be in-market for
home renovations

4x

more likely to be
planning a trip

Sentiment

“Betting on Sports makes me want to watch sports live”

“ I take supplements to improve my performance before playing Sports”

Sports Audience

Postmedia's Sports audience is interested in watching hockey, deals and phone plans.

51+ m

Page views/month

34-44

Male

6m+

Uniques/month

\$12k+

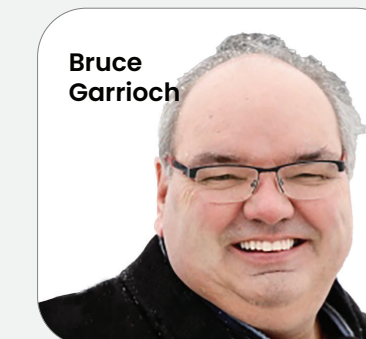
spent on home
renovations in 12mths



Sports Fans

Whether it's cheering at live games, scoring camping spots, or chasing concert vibes, they're always on the move. Sports fans live for the action—on the screen and in real life.

Favourite Postmedia content



Bruce Garrioch



Dan Bilicki



Local News

Trusted & scalable audiences

- Baseball
- Basketball
- CFL
- Cricket
- Curling
- FIFA World Cup
- Football
- Golfing
- Hockey
- Horse Racing
- Hunting & Fishing
- MMA
- NFL
- Olympics
- PWHL
- Soccer
- Sport Betting
- Tennis
- and more