

Travel Audience

Postmedia's Travel audiences are enthusiastic travellers that love to explore.

25m
Page views/month

1.4m
Uniques/month

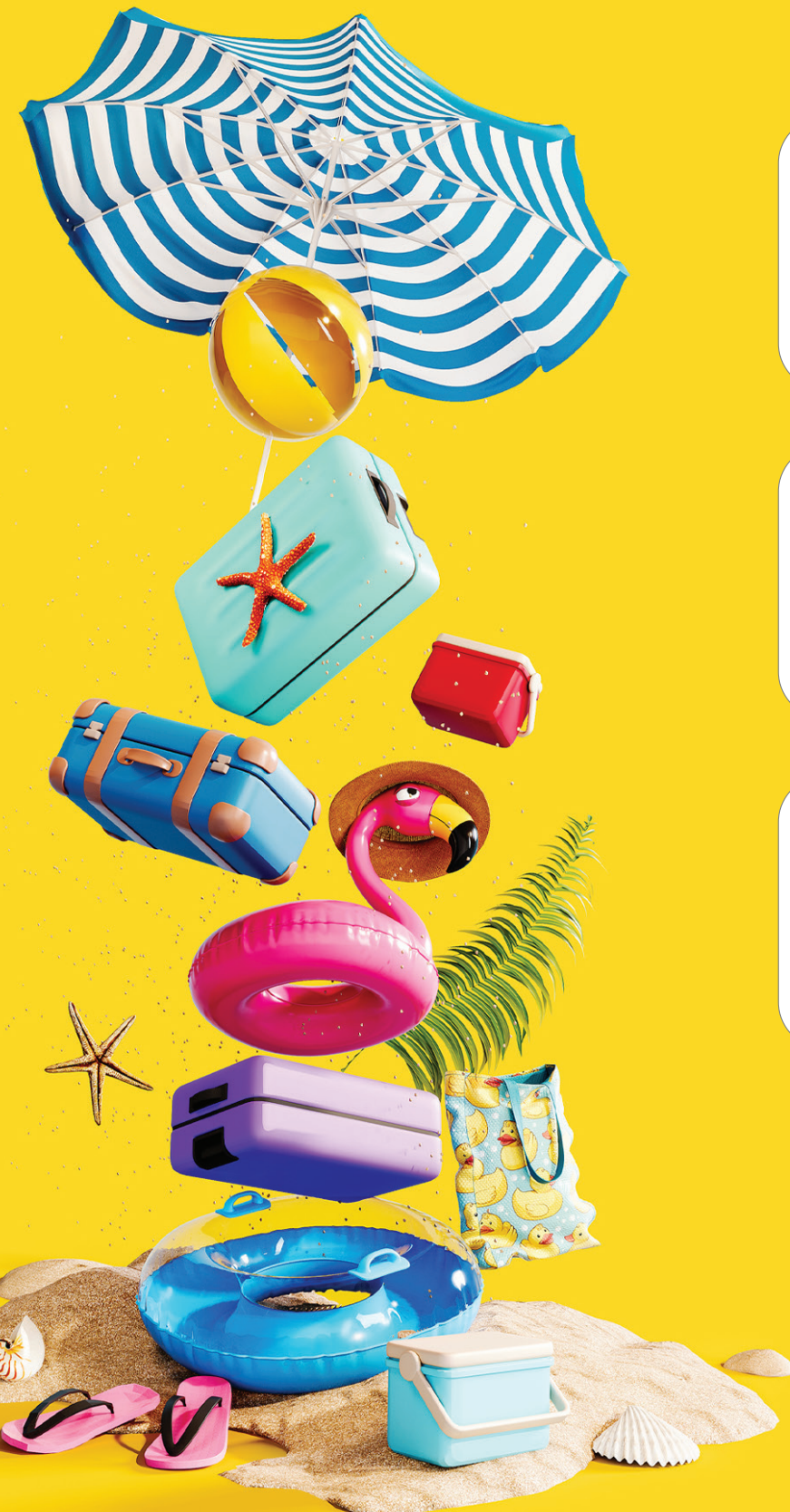
50/50
Male/Female

\$3377
Avg spend/int'l trips

35-44
Age

\$100K+
HHI

Ready for Take-Off
Keen on absorbing local art, music and museums, these are well seasoned travellers who are always looking for advice and recommendations on new destinations to explore.



Interests & behaviours

- Looking for Airline deals
- Reading Tourism sponsored content
- Outdoor adventure enthusiasts
- Travelling Canada

Lifestyle: Aerobics, Yoga, Live Music, Football Fans, Outdoor Sports, Museums, Art Galleries

Consumer affinity

17x
more likely to be planning a trip

15x
more likely to engage with Tourism media

Favourite travel categories

- Caribbean
- E. Asia
- Packages

Sentiment

- “I love sharing my vacation experiences online”
- “Newspaper and Magazine articles on holiday and travel influence my choice of holidays”
- “I like to travel to destinations I see on social media”
- “Using rewards points helps me travel more often”

Favourite Postmedia content

FINANCIAL POST
VANCOUVER SUN



Chris Knight



Canada



Politics

Trusted & scalable audiences

- Tourism
- Travel
- Air travel
- Canada
- Cruises
- International
- Outdoor adventure
- Travel guide
- USA
- and more