

Behavioral Audience Sample List of 100+

AUTO

Cars
Car Owners
Car Renters
In-Market Auto
In-Market Luxury
Luxury Cars
Motorcycles
Service

EMPLOYEES

Fast Food
Frequent Banks
Heath Care
Home Contractors
School Staff
SMBs

FOODIES

Coffee Shops
Evening Diners
Fast-Casual
Foodies
Late Night Diners
Lunch Diners
Morning Diners
Morning QSRs
Pizza Shops
QSRs
Restaurants
Sit-Down Diners

HISPANIC

Neighborhoods
& Markets

HOBBIES

Art
Arts & Crafts
DIYers
Electronics
Male Fashion
Music
Pet Lovers
Shoes

LIFE STAGES

Baby Boomers
Gen X
Gen Z - < 21
Legal Drinking Age
Millennials
Recently Moved
Veterans / Military
Young Professionals

LIFESTYLES

Bars / Pubs
Casino Goers
Entertainment
Gamers
Live Theaters
Live Events
Movie Goers
Museum Lovers
NBA
Party Animals
Spas
PARENTS
City Moms
Dads - 21+
Fit Moms
Moms - 21+
Stay At Home Moms
Suburban Moms
Working Moms

SHOPPERS

Affluent
Big Box
Cellular Services
Convenience
Department
Discount
Fashion
Fast Food
For Children
Furniture
Grocery
Jewelry
Luxury
Male Grocery
Mattresses
Pharmacies
Shopper

SPORTS

Cyclists
Enthusiasts
Fitness Enthusiasts
Golfers
Outdoors
Sportsmen
Swimmers

TRAVELERS

Business
Commuter
Frequent
International
Leisure

Category Audiences Sample List of 400+

AUTO

Auto Glass
Brakes Services
Car Services
Charging Stations
Luxury Dealers
New Car Dealers
Rentals
Repair Shops
Tires
Used Car Dealers

BEAUTY

Barbers
Cosmetics
Hair Salons
Make-up Studios
Massage
Nails Salons
Perfumes
Tanning Salons

EDUCATION

Colleges
College Arenas
College Stadiums
Community Colleges
Nursing Schools
Universities

ENTERTAINMENT

Arcades
Bowling
Casinos
Comedy Clubs
Concert Venues
Movie Theaters
Museums
Night Clubs
Racetracks
Theaters - Live
Water Parks
Zoos

FINANCIAL

Banks
Insurance
Loans
Money Transfer
Real Estate Loans

FOOD & DRINK

Bars
Coffee Shops
Convenience Stores
Fast Casual Dining
Fast Food
Fine Dining
Grocery Stores
Hispanic Grocers
Juicers
Pizza
Pubs
Restaurants

HEALTH

Clinics
Dentists
Hospitals
Opticians
Spas
Yoga

HOME

Carpet Cleaners
Drapery & Fixtures
Farm Supplies
Florists
Furniture
Heating & Cooling
Home Improvement
Lawn Services
Movers
Pet Shops

RETAIL

Baby Apparel
Big Box
Book Stores
Bridal Shops
Clothing
Department Stores
Fashion Designers
Jewelers
Maternity
Mattresses
Shopping Malls
Thrift Stores
Women's Apparel

SPORTS
Arenas
Athletic Fields
Marathon Routes
Sports Bars
Sporting Goods

TECHNOLOGY

Computers
Data Services
Electronics
Mobile Devices
Video Games

TRAVEL

Airports
Amusement Parks
Golf Resorts
Hotels
Ski Resorts
Spa Resorts
Tourist Attractions
Trains
Transit Stations
Travel Agents
Wineries

Brand Audiences Sample List of 7,000+

AUTO

BMW
Chevrolet
Exxon
Ford
Honda
Land Rover
Lexus
Pep Boys
Quick Trip
Volkswagen

BEAUTY

Great Clips
Sephora
Super Cuts
Ulta

FITNESS

LA Fitness
Planet Fitness
YMCA

EDUCATION

Chamberlain Nursing
Lake Michigan College
NY University
Phoenix College
Remington College
University of MN
Yale

ENTERTAINMENT

Barclays
Barnes & Noble
Disney Park
Regal Cinemas
River's Casino
Dolby Theaters
Golf Galaxy
Peter Glenn Ski & Sports
SeaWorld
Top Golf

FINANCIAL

Charles Schwab
H&R Block
Keiyo Bank
Nationwide Insurance
NC Bank
Wells Fargo

FOOD & DRINK

Checker's Drive-In
Cheesecake Factory
Dunn Bros
Famous Dave's
Fred Meyer
KFC
Kroger
McDonalds
Outback Steakhouse
Starbucks
Winn-Dixie
Zaxby's

HEALTH

Lenscrafters
Lloyd's Pharmacy
Meridian Spa
Physicians Premier
Sutter Health

HOME

Ace Hardware
Bath & Body Works
Bed Bath & Beyond
Floor & Decor
Goodwill
Home Depot
Home Goods
Mattress Warehouse
Otsuka Furniture
Pottery Barn
PetSmart

RETAIL

Abercrombie
Dolce & Gabbana
Free People
Gucci
J Crew
Kmart
Kohl's
La-Z-Boy
Loft
Men's Warehouse
Nordstrom
Ralph Lauren
REI

SPORTS

MLB
NCAA Football
NASCAR
National Basketball
National Hockey

TECHNOLOGY

Apple
Best Buy
Gamestop
Microsoft Store
RadioShack

TRAVEL

Best Western
Crowne Plaza
Cruise America
Days Inn
Delta Airlines
Fairfield Inn
Four Seasons
Holiday Inn
Hyatt
JetBlue Airlines
National Car Rental

Transit Audience **Systems & Stations**

ATLANTA - MARTA

All Lines

All Stations

NEW YORK - MTA SUBWAY

All Lines

All Stations

BOSTON - MBTA

All Lines

All Stations

SAN FRANCISCO - BART

All Lines

All Stations

CHICAGO - CTA

All Lines

All Stations

VIRGINIA- VRE / WASHINGTON DC - WMATA

All Lines

All Stations