



**Affluent**

Male & Female 25-54

**Content:** High End Fashion, News, Finance

**Locations:** Affluent Districts, 4 & 5\* Hotels, Members Clubs, Private Airports, Airport Lounges, Golf Clubs, Marinas



**Arts & Ents**

Male & Female 18-34

**Content:** Movies, Arts & Culture, Music

**Locations:** Cinemas, Music & Theatre Venues, Galleries & Museums, Tourist Attractions, Casinos, Concert Venues, Festivals, Theme Parks, Zoos



**Automotive**

Male Skew 24-54

**Content:** Automotive

**Locations:** Used Car Dealerships, Car Dealerships, Car Hire, Mechanics, Service Stations, Autocentres



**Business**

Male Skew 34-54

**Content:** News, Finance, Business

**Locations:** Banks, Business, Business Parks, Finance Districts, CBD, Conference Centres

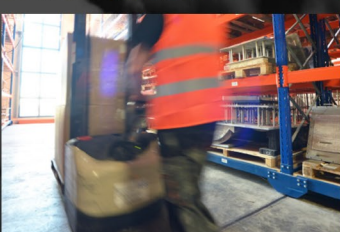


**Commuter**

Male & Female 24-54

**Content:** Game, Travel, Weather, News

**Locations:** Bus Stations, Railway Stations, Subway Stations, Train Wi-Fi

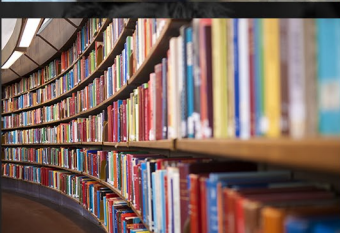


**C2DE**

Male Skew 34-55+

**Content:** Football, Tabloid

**Locations:** Community Centres, Department Stores, Retail Stores, Pubs, High Street Restaurants, Convenience Stores

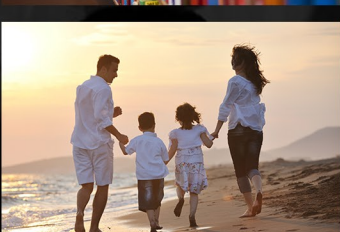


**Education**

Male & Female 16-24

**Content:** Self Education, Education, Language Learning

**Locations:** Universities, Schools, Sports Centres, Book Stores, Colleges, Music Academies



**Family & Parenting**

Female Skew 24-54

**Content:** Family & Parenting

**Locations:** Nurseries, Family Holiday Destinations, Mother & Baby Stores, Toy Shops, Zoos, Leisure Centres

