

TARGET YOUR DEMO



Find your mark! with Demographic Targeting



Geographical Location

Target by

- Continent
- Country
- Province
- Region
- City

Cast your net to Cape Breton



Domain/IP Address

Target groups by the websites they use

- University Students
- Healthcare
- Law Firms
- Businesses

Tell students you want to hire them



Time of Day

Target a time range – There's a right time for everything!

Tempt the lunch crowd with your burger special 11 a.m. to 2 p.m.



Device/OS/Browser

Target users based on how they access the web

- iPad
- Android
- Windows
- Firefox

Promote your new games & puzzles app to iPad users



Content

Target your message by Section

- Arts & Life
- Business
- News

Sell your concert tickets to Arts & Life readers

Ask us how we can make Demographic Targeting work for you! **Contact: sales@herald.ca**

TARGET YOUR AUDIENCE



Hit the Bullseye! with Behavioural Targeting

In today's digital world, getting the most out of your advertising budget means being in front of the right eyeballs. Invest in an audience – Aim your message at the people you want to see it!

We can help you do that with Lotame – This smart tool collects information about the people you want to reach based on who they are and what they do online. Let us put that information to work for you.

Affinity groups help you quickly reach a broad audience based on general interests. You can also zone in on specific behaviours and traits of people within these groups:

Affluent Buyers

Auto

Business - Personal Finance & Investment

Business - Professional

Education

Entertainment

Food & Drink

Golf & Leisure

Health & Fitness

Home & Family

Jobseekers

News

Politics

Real Estate - Commercial

Real Estate - Home

Shoppers

Sports

Tech

Trades

Travel



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