

THE MOUNTAIN TRAVEL CONSUMER

AN ACTIVE, AFFLUENT AND ENGAGED AUDIENCE

Leverage our premium first-party data segments
to target the Mountain Travel Consumer

Health
& Fitness



Golfing



Hiking



Cycling



Accessory
Intenders



Family
Travelers



Gadget
Lovers



Pet
Lovers

PREMIUM AUDIENCE SEGMENTS

SPORTS			LIFESTYLE		
Golfing	Sailing		Trending Up	Gadget Lovers	Pet Lovers
Hiking	Yoga		Proud Parents	Health & Fitness	Campers
Cycling	Football		Busy Moms	Timepiece Intenders	Eco-Friendly Consumers
Fishing	Equestrian		Sophisticated Singles	Social Influencers	Concert Fans
Running	Tennis		Fashion Label Lovers	Spa Mavens	
SNOWSPORTS			TRAVELERS		
Avid Skiers	Lodging Intenders	Outerwear Intenders	Global Jetsetters	Business	
Avid Snowboarders	Lift Ticket Intenders	Accessories Intenders	Airline	Romantic	
Ski Trip Intenders	Aprés Skiers		Family	Sun Seekers	
Powder Hounds	Ski/Board & Boot Intenders		Luxury	Budget	
FINANCIAL			FOOD & BEVERAGE		
High Net Worth Individuals	Vacation Home Buyers	Online Traders	Wine Drinkers	Foodies	Energy and Nutrition Buyers
Financial Investors	Real Investors	Credit Card Seekers	Discerning Drinkers	Family Meal Planners	
AUTO			DEMOGRAPHIC & GEOGRAPHIC		
SUV	Sedan	Truck	Geography	Age	
Luxury	Hybrid		HHI	Gender	

Source: Our audience database derives from our **32+ million global unique users** of our owned & operated properties