Next Generation Programmatic

First & Third Party Data
- Demographics: Male/Female, HHI
- Psychographics: Home Buyer, Auto Intender
- Purchase Intent: Intent to Spend, Have Spent Previously
- Behavioral: Hip Homemakers, DIY’ers, Weeknight Chefs

Seasonally Relevant Editorial Programming
- Q1: Healthy Eats, Super Bowl, Comfort Food, Spring Cleaning/Gardening
- Q2: Spring Cleaning/Gardening, Mother’s Day, Dads & Grads, Summer Grilling
- Q3: Summer Grilling, Fourth of July, Back to School, Labor Day, Football & Tailgating
- Q4: Halloween, Thanksgiving, Christmas, Holiday Entertaining

What’s Hot | How Can You Access It:
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Automated Guarantee | Rubicon and AdX
First Party Data | All Partners
Guaranteed Audience | Sonobi and Index Exchange
Multi Platform Video | AdX, Aol
Native Programmatic | Sharethrough

Age & Gender
- 18-24: 15%
- 25-34: 20%
- 35-44: 25%
- 45-54: 15%
- 55-64: 10%
- 65+: 5%

Source: comScore, Demographic Profile, Omniture, January 2017