

# High brow know how

The Culture Pack are readers who are hungry for high brow subject matter, whether that's the latest art exhibitions or the biggest global cultural events.

The Independent covers it all with trusted critic reviews and journalism.

# Who are they?\*

- Music is an important part of my life
- I am interested in other cultures
- I should make an effort to read more books

# Making change happen

- 68% have discussed Diversity and Inclusion issues with other people
- 26% have got involved with D&I initiatives in work/school/the community
- 56% looking to use more refill products with reusable packaging

## Top overlapping audience <sup>¶</sup>

- Home and garden
- Music fans
- TV, gaming and home
- Style conscious
- Social media fans



# The Culture Pack

## 6 Million <sup>‡</sup> Made up of

- Cultural travellers
- Arts and knowledge
- Enjoy different cultures



## Getting it right with the Culture Pack

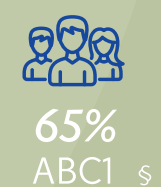
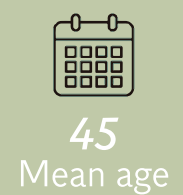
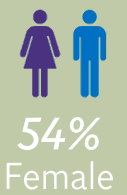
Avid consumers of content and culture who like iconic brands.

Top categories: tickets, fashion, streaming services

## Contextual placements <sup>‡</sup>

Travel	Culture	Voices	Climate
News Science	Indy Best	Roisin O'Connor	Alexandra Pollard

## Top brands



Scale up each audience pack to increase reach, or zoom in to increase efficiency – flexible targeting that's driven by our machine learning software using first party

Sources:  
 \* TGI - Telmar - Top Indexing statements against Times, Telegraph and Guardian (pre-pandemic 2019).  
 †. Adobe Analytics - June 2021 - UK Users only.  
 ‡. Permutive - 30 days. April 2021. UK Users only..  
 §. PamCo - 2021  
 ¶. Permutive - 30 days. July 2021. UK Users only.