

Modern Families

Family has never been such a big word. Our Family Pack are interested in all things family from days out to healthy recipes and advice on the issues.

They read Education and Lifestyle and use Indybest for recommendations.

Who are they?*

- Believe that children should express themselves freely
- Important their family think they are doing well
- What they want most in life is to have/raise children

Making change happen

- 91% looking for environmentally friendly choices
- 35% intending to switch to a green energy provider
- 64% have taken action to be more energy efficient at home



Top overlapping audience[¶]



Style conscious



Home and garden



Health and fitness enthusiasts



TV, gaming and home ents



Traditional TV viewers



Top brands



- Parents
- Pets
- Families



54% Female



45 Mean age



65% ABC1 §



Getting it right with the Family Pack

Looking for reliable brands with personality.

Top categories: health and beauty, fashion, home furnishings

Contextual placements[†]



Lifestyle



Education



Indy Best



Family Parents



Harriet Hall



Olivia Petter

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.