

Sports fans who want more

The Sports Pack enjoys the full world of sport including skiing, golf and cycling.

They enjoy Independent writers who give them the best sports news, fitness equipment recommendations and healthy lifestyle articles.

Who are they?*

- Sport and exercise is essential for my mental wellbeing
- Sport is mainly about having fun, rather than a form of exercise
- Watch sport on TV/follow on social media

Making change happen

- 64% have taken action to be more energy efficient at home
- 59% have donated money to ethical causes
- 56% are looking for refill options or packaging that can be reused



Top overlapping audience[¶]



TV and film streamers



Home and garden



Style conscious



Traditional TV viewers



Social media fans



Top brands



sky dyson

23M
Page impressions
June 2021[†]



The Sports Pack

5 Million[‡] Made up of

- Sports watchers
- Team players
- Recreationally sporty



54%
Female



45
Mean age



65%
ABC1[§]



Getting it right with the Sports Pack

Looking for innovation and novelty from brands.

Top categories: mobile, health and beauty, holidays

Contextual placements[‡]



Sport



Football
Rugby



Cricket
Golf



F1
Cycling



Indy
Best



Miguel
Delaney



Vithushan
Ehantharajah



Melissa
Reddy

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.