

Finance is personal

Our Finance Pack wants to keep on top of their finance options whether they are interested in investing, looking for a loan, moving house or reading about cryptocurrency.

They rely on the Independent's Money, Property and Business experts.

Who are they?*

- They are more aware of personal finance than they used to be
- They are very good at managing money
- They don't like the idea of being in debt

Making change happen

- 40% have sought information on how responsibly a company behaves
- 50% have cut down or chosen not to eat meat
- 29% are planning to switch to Green Energy, 11% are considering an Electric Car in the next 12 months



Top overlapping audience[¶]



Music fans



Home and garden



Style conscious



Football fans



TV, gaming and home ents



Top brands

TOYOTA patagonia UBER

5M
Page impressions
June 2021[†]



2 Million[‡]
Made up of

- Property
- Finance



54%
Female



45
Mean age



65%
ABC1[§]



Getting it right with the Finance Pack

Environmentally aware and looking for brands that promise change.

Top categories: travel, home furnishings, fashion

Contextual placements⁺



Money



Property



Indy/Best



Personal Finance



Kate Hughes



Felicity Hannah

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.