

# HEARST CORE AUDIENCE



**Hearst Core Audience** collects and organizes data on hundreds of millions of people consuming content from our TV brands, magazines, newspapers, and partner sites.

**Geo Fencing:** Family locations like amusement parks, entertainment venues, sports arenas, etc. with reporting on physical conversions.

**Keyword Contextual Targeting:** targeting ads to pages that contain content relevant to your brand on Hearst properties and across the select network.

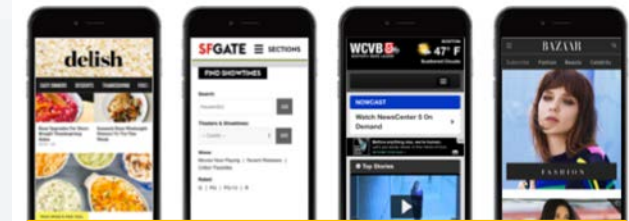
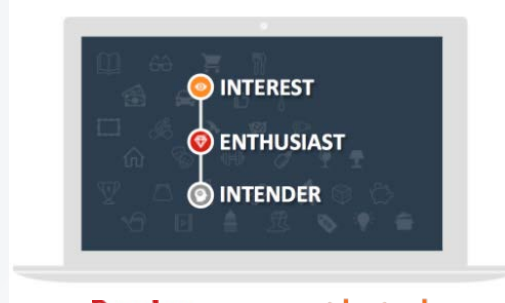
**Behavioral Targeting:** targeting ads to users who have shown an interest in a particular topic or vertical.

**Retargeting:** Lead users down the path to purchase or take action by re-engaging them again and again.

**Look alike Modeling** captures the similarities among visitors to your site and finds common audiences to target in your desired geo.

**Brand Safety** ensures your ads appear alongside appropriate content to protect and preserve your intended brand-image.

**Hearst First Audiences (HFA)** is a full-funnel framework based on proprietary 1st party data as well as in-depth audience analysis across Hearst's global portfolio of premium magazine, television, and newspaper brands.



**Conversion Zones** are geo-fences around a location that identify the number of consumers that received the business' mobile advertisement and then physically visit the location.

<b>H</b> tv	<b>360+</b> BUSINESSES	<b>42 MILLION</b> unique visitors across U.S.	<b>one of America's</b> most successful advertising agencies
	<b>20,000+</b> EMPLOYEES	<b>24</b> daily & <b>64</b> weekly magazines	<b>31</b> TV stations
	<b>25</b> U.S. TITLES	<b>50+</b> MEDIA/TECH INVESTMENTS	

