



Source	Audience	Category	Sub-Category
AOL			
	<b>Advanced Modeled</b>		
		BT - Auto Intender - Luxury - SUV	
		BT - Auto Intender - Mini Cooper	
	<b>Audience Behaviors</b>		
		Autos	Auto Intender
		Autos	Motorcycle Intender
	<b>Business and Finance</b>		
		Business Decision Maker	
		Business IT Infleuncer	
		Discretionary Spending	
	<b>Industry</b>		
		Business Services	
		Construction	
		Finance	
		Government	
		Healthcare	
		Legal	
		Manufacturing	
		Real Estate	
		Retail	
	<b>Insurance</b>		
		Auto Insurance Intender	
		Insurance Intender	
		Medical Insurance Intender	
	<b>Investing</b>		
		Investors	
		Money Minder	
		Retirement Planner	
	<b>Loan</b>		
		Real Estate Intender	
		Small Business Owner	
		Tax Audience	
	<b>CPG</b>		
		Baby Audience	
	<b>Cooking</b>		
		Family Chef	
		Parents Audience	
	<b>Pets</b>		
		Trendy Homemaker	
	<b>Career</b>		

		Career Watcher	
	<b>Entertainment</b>		
		Casual Diner	
		Core Gamer	
		Entertainment Buff	
	<b>Movies</b>		
		Action	
		Animation	
		Comedy	
		Drama	
		Family	
		Horror	
		Romance	
		Sci-Fi	
		Sports	
		Thriller	
		Westerns	
		Moviegoer	
	<b>Music</b>		
		Country	
		Hip-Hop	
		Jazz	
		Pop	
		Rock	
	<b>Government &amp; Education</b>		
		Academic Minded	
		College Students	
	<b>Health</b>		
		Health Seeker	
		Healthy Moderation	
	<b>Influencer</b>		
		Affluenr	
		Environmetally Minded	
		Millenial Mindset	
		News Follower	
	<b>Multi-Cultural</b>		
		Black Voices Audience	
			Auto Intender
			Die Hard Sports Fan
			Entertainment Buff
			Money Minder
			Moviegoer
			Television Watcher
			Traveler
		Spanish Language Audience	
			Pickup Auto Intender

			Sedan Auto Intender
			Auto Intender
			Entertainment Buff
			Money Minder
			Traveler
			Women Audience
		Retail	
			Auto Enthusiast
			Auto Parts Shopper
			Baby Audience
		Clothing & Accessories	
			Apparel Shopper
		Entertainment	
			Family Planner
			Holiday Shopper
		Home	
			Makeup & Cosmetics Shopper
			Moms Audience
			Parents Audience
			Retail Warrior
			Style Maven
		Technology & Telecom	
			Wedding Audience
		Social	
			Facebookers
		Sports	
			Avide Golfer
			Die Hard Sports Fan
			Motor Sports Fantatic
		Traveler	
			Business Traveler
			International Traveler
			Cruises
			Flights
			Hotels
			Las Vegas
			Orlando
			Rental Cars
			Vacations
	<b>Audience Extensions</b>		
		AOL Gdgt	
		AOL Mandatory	
		AOL Travel	
		AOL Webmail	
		AOL Autos	

		AOL Games	
		AOL Jobs	
		AOL Real Restate	
		AOL Television	
		Autoblog	
		Daily Finance	
		Engadget	
		Homessive	
		HuffPost Healthy Living	
		HuffPost - Chicago	
		Huffpost - DC	
		HuffPost - Denver	
		Huffpost - Los Angeles	
		HuffPost - New York	
		Huffpost - San Francisco	
		Huffpost - 50	
		HuffPost - Arts & Culture	
		HuffPost - Black Voices	
		HuffPost - Books	
		HuffPost - Business	
		HuffPost - Celebrity	
		HuffPost - College	
		Huffpost Comedy	
		HuffPost Crime News	
		HuffPost Detroit	
		HuffPost Divorce	
		HuffPost Education	
		HuffPost Entertainment	
		HuffPost Food	
		HuffPost Good News	
		HuffPost Post Green	
		HuffPost Post Impact	
		HuffPost Latino Voices	
		HuffPost Live	
		HuffPost Local	
		HuffPost Media	
		HuffPost Miami	
		HuffPost Parents	
		HuffPost Politics	
		Huffpost Religion	
		Huffpost Science	
		HuffPost Small Business	
		HuffPost Sports	
		HuffPost Style	
		HuffPost Taste	
		HuffPost Technology	

		HuffPost Travel	
		HuffPost Voices	
		HuffPost Weddings	
		HuffPost Weird News	
		HuffPost Women	
		HuffPost Post World	
		Joystiq	
		Kicthen Daily	
		Mapquest	
		Mom.me	
		Moviefone	
		Patch	
		pawnnation	
		Style List	
		TechCrunch	
		Tuaw	
	<b>Demographics</b>		
		Age- Gender - Female	
			Female 18-24
			Female 25-34
			Female 35-44
			Female 45-49
			Female 45-54
			Female 55-64
			Female 65+
			Female User
		Age- Gender - Male	
			Male 18-24
			Male 25-34
			Male 35-44
			Male 45-49
			Male 45-54
			Male 55-64
			Male 65+
			Male User
		Children in Household	
			1 Child in Household
			2 Children in Household
			3+ Children in Household
			Children Age 0-2
			Children Age 11-19
			Children Age 3-5
			Children Age 6-10
			Children in Household
			No Children in Household
		Education	

			Current Student
			Graduate Student
			High School Diploma
			Recently Graduated
			Some College
			Some Graduate School
			Undergraduate Degree
		Estimated Net Worth	
			\$1,000,000+
			\$100,000-\$149,000
			\$150,000-\$249,999
			\$2,500-\$24,999
			\$25,000-\$49,999
			\$250,000-\$374,999
			\$375,000-\$499,999
			\$50,000-\$74,999
			\$75,000-\$99,999
			\$750,000-\$999,999
		Home Ownership	
			Home Owner
			Not Home Owner
		Household Income	
			\$100,000-\$149,999
			\$124,000-\$149,999
			\$15,000-\$19,999
			\$150,000-\$199,000
			\$20,000-\$29,999
			\$200,000-\$250,000
			\$250,000+
			\$30,000-\$39,999
			\$40,000-\$49,999
			\$50,000-\$74,999
			\$60,000-\$74,999
			\$75,000-\$99,999
			\$15,000+
		Marital Status	
			Married
			Single
		Military Status	
			Military Veteran
			Military in Household
		Occupation	
			Administrative/Managerial
			Clerical/White Collar
			Craftsman/Blue Collar
			Farmer

			Housewife
			Military
			Professional/Technical
			Religious
			Retired
			Sales/Service
			Self-employed
			Student
		Mobile CrossPlatform	
			Auto Intender
	<b>Search Behaviors</b>		
		Apparel & Accessories	
		Auto Parts	
		Autos	
			Compact
			Crossover
			Hybrid
			Luxury
			Minivan
			Pickup
			SUV
			Sedan
			Sports Car
		Cats	
		Cooking	
		Diet & fitness	
		Dogs	
		Education	
		Electronics	
		Finance	
		Health & Wellness	
		Home & Gardne	
		Insurance	
		Invest,ents	
		Jobs	
		Laptop Computers	
		Mobile & Wireless	
		Mortgages	
		Music	
		Outdoor Hobbies	
		Parenting	
		Pets	
		Real Estate	
		Sports	
		Taxes	
		Travel	

		Travel: Cruises	
		Travel: Flights	
		Travel: Hotels	
		Travel: Rental Cars	
		Weddings	