



Audience	Category	Sub-Category
Autos		
	Aftermarket Affinity Segments	
		DIFM (Do-it-for-me)
		DIY (Do-it-yourself )
	In-Market Segments	
		Any New Vehicle
		Any Used Vehicle
		Lease Affinity
		Luxury SUV
		New Chevy Malibu
		New Entry/Economy Car
		New Ford Escape
		New Full-Size SUV
		New Honda
		New Honda Pilot
		New Hyundai Sonata
		New Luxury Car
		New Make Acura
		New Midsize Car
		New Minivan
		New Nissan
		New Nissan Altima
		New Nissan Rogue
		New Pick-Up Truck
		New SUV/Mini-SUV
		New Small-Mid Size SUV
		New Sporty Car
		New Subaru
		New Toyota
		New Toyota Highlander
		Seasonal Small/Midsize SUV
		Used Entry/Economy Car
		Used Full-Size SUV
		Used Luxury Car
		Used Midsize Car
		Used Minivan
		Used Pick-Up Truck
		Used SUV/Mini-SUV
		Used Sporty Car
	Most Recent Vehicle Purchase Segments	
		0–6 months ago
		13–24 months ago

	25–36 months ago
	37–48 months ago
	49+ months ago
	7–12 months ago
Other Segments	
	Hybrid Affinity
	Lease Affinity
Owner Targeting	
	Toyota
Polk	
	Body Style
	CrossOverVehicle
	InMarket New CrossOver
	FullSize SUV
	FullSize Sedan
In-Market	
	New
	New Acura
	New Audi
	New BMW
	New Buick
	New Cadillac
	New Chevrolet Car
	New Chevrolet Truck
	New Chrysler
	New Dodge Car
	New Dodge Truck
	New Ford Car
	New Ford Truck
	New GMC
	New Honda
	New Hummer
	New Hyundai
	New Infiniti
	New Isuzu
	New Jaguar
	New Jeep
	New Kia
	New LandRover
	New Lexus
	New Lincoln
	New Mazda
	New Mercedes
	New Mercury
	New Mini
	New Mitsubishi
	New Nissan
	New Pontiac

	New Porsche
	New Saab
	New Saturn
	New Small & MidSize SUV
	New Subaru
	New Suzuki
	New Toyota
	New Volkswagen
	New Volvo
Used	
	Used Buick
	Used Acura
	Used Audi
	Used BMW
	Used Cadillac
	Used Chevrolet Car
	Used Chevrolet Truck
	Used Chrysler
	Used Dodge Car
	Used Dodge Truck
	Used Ford Car
	Used Ford Truck
	Used GMC
	Used Honda
	Used Hummer
	Used Hyundai
	Used Infiniti
	Used Isuzu
	Used Jaguar
	Used Jeep
	Used Kia
	Used LandRover
	Used Lexus
	Used Lincoln
	Used Mazda
	Used Mercedes
	Used Mercury
	Used Mini
	Used Mitsubishi
	Used Nissan
	Used Pontiac
	Used Porsche
	Used Saab
	Used Saturn
	Used Subaru
	Used Suzuki
	Used Toyota
	Used Volkswagen

		Used Volvo
	Motorcycle Harley	
	Motorcycle Road & StreetBike	
	Near Market	
		Near Market Luxury SUV
		Near Market Luxury Sedan
	Real Retention	
		Real Retention Nissan
	Vehicle Owner	
		Acura Vehicle Owner
		Audi Vehicle Owner
		BMW Vehicle Owner
		Buick Vehicle Owner
		Cadillac Vehicle Owner
		Chevrolet Car Vehicle Owner
		Chevrolet Truck Vehicle Owner
		Chrysler Vehicle Owner
		Dodge Car Vehicle Owner
		Dodge Truck Vehicle Owner
		Ford Car Vehicle Owner
		Ford Truck Vehicle Owner
		GMC Vehicle Owner
		Hummer Vehicle Owner
		Hyundai Vehicle Owner
		Infiniti Vehicle Owner
		Isuzu Vehicle Owner
		Jaguar Vehicle Owner
		Jeep Vehicle Owner
		Kia Vehicle Owner
		LandRover Vehicle Owner
		Lexus Vehicle Owner
		Lincoln Vehicle Owner
		Mazda Vehicle Owner
		Mercedes Vehicle Owner
		Mercury Vehicle Owner
		Mini Vehicle Owner
		Mitsubishi Vehicle Owner
		Pontiac Vehicle Owner
		Porsche Vehicle Owner
		Saab Vehicle Owner
		Saturn Vehicle Owner
		Suzuki Vehicle Owner
		Volkswagon Vehicle Owner
		Volvo Vehicle Owner
CPG		
	Allergy Sufferers	
	Analgesics Buyer	
	Baby Products Buyers	

	Cat Care Buyers	
	Cereal Buyers	
	Children's Cereal Buyer	
	Children's Food & Products Buyers	
	Coffee Buyers	
	Cookie Buyers	
	Cosmetics Buyers	
	Cough & Cold Sufferers	
	Dairy And Egg Buyers	
	Diet Carbonated Beverage Buyers	
	Dieters	
	Dog Care Buyers	
	Energy Drink Buyers	
	Frozen & Packaged Food Buyers	
	HH Cleaners and Supply Buyers	
	Natural & Organic Buyer	
	Premium Brand Buyers	
	Regular Carbonated Beverage Buyers	
	Salty Snack Buyers	
	Sports Drink Buyers	
	Top Grocery Spenders	
	Top OTC Purchasers	
	Value Haircare	
	Vitamin Buyers	
Demo		
	Length Of Residence < 1 year	
Finance		
	Credit Card Holders	
		Amex Cardholders
		FinanceCreditWorthiness-Poor
		Financial Credit Worthiness - Excellent
		Premium Credit Card Holders
		Premium Discover Cardholders
		Premium Visa or Mastercard Cardholders
		Regular Credit Card Holders
		Regular Discover Cardholders
		Regular Visa or Mastercard Cardholders
	Financial Services Customers	
		Banking Customers
		Unspecified Financial Services
	Investors	
		Own Life Insurance
		Own Mutual Funds
		Own Other Investments
		Own Real Estate
		Own Stocks or Bonds
Lifestyles		
	Charitable Donor	

	Fashionistas	
	Foodies	
	Green Consumers	
	Healthy & Fit	
	High Spenders	
	New Parents	
	Shopping Addicts	
	Soccer Moms	
	Trendy Homemakers	
Retail		
	Automotive Products Buyers	
	Children Products Buyers	
		Baby Products
		Children Products Buyers
		Children's Apparel
		Toys
	Consumer Electronics Buyers	
		Consumer Electronics Buyers
	Corporate Attire Buyers	
		Corporate Attire Buyers
		Corporate Men
		Corporate Women
	Fitness Buyers	
	Gifts & Flower Buyers	
	Health & Wellness Buyers	
	Home Improvement Buyers	
	Men's Fashion & Apparel Buyers	
	Online Buyers	
	Outdoor Sports Buyers	
	Pet Supplies Buyers	
		Cat Product Buyers
		Dog Products Buyers
		Pet Supplies Buyers
	Senior's Products Buyers	
		Geriatric Supplies
		Senior Fashions
		Senior's Products Buyers
	Small & Home Office Product Buyers	Select
	Women's Accessories	
		Beauty & Fragrance
		Fine Jewelry
		Jewelry Buyers
		Women's Accessories
	Women's Fashion & Apparel Buyers	
		High Fashion & Luxury Brands
		Plus Size Apparel
		Shoes
		Women's Apparel Buyers

		Women's Fashion & Apparel Buyers
TV		
	datalogix->TV->Adult	
	datalogix->TV->Award	
	datalogix->TV->Comedy	
	datalogix->TV->Crime	
	datalogix->TV->DIY	
	datalogix->TV->Daytime	
	datalogix->TV->Drama	
	datalogix->TV->Family	
	datalogix->TV->Fashion	
	datalogix->TV->Food	
	datalogix->TV->Game	
	datalogix->TV->Heavy	
	datalogix->TV->History	
	datalogix->TV->Late	
	datalogix->TV->Light	
	datalogix->TV->Music	
	datalogix->TV->News	
	datalogix->TV->Prime	
	datalogix->TV->Reality	
	datalogix->TV->Sci-Fi	
	datalogix->TV->Spanish	
	datalogix->TV->Sports	
	datalogix->TV->TVCategories	
		datalogix->TV->TVC ategories->Premium Channels
		datalogix->TV->TVC ategories->Travel
	datalogix->TV->TVNetworks	
		datalogix->TV->TVN etworks->AMC
		datalogix->TV->TVN etworks->AandE
		datalogix->TV->TVN etworks->Disney
		datalogix->TV->TVN etworks->ESPN
		datalogix->TV->TVN etworks->FX
		datalogix->TV->TVN etworks->HGTV
		datalogix->TV->TVN etworks->HistoryChannel
		datalogix->TV->TVN etworks->TBS
		datalogix->TV->TVN etworks->TNT
		datalogix->TV->TVN etworks->USA
	datalogix->TV->TVS hows	
		datalogix->TV->TVShows->60Minutes
		datalogix->TV->TVShows->AmericanIdol
		datalogix->TV->TVShows->AmericasGotTalent
		datalogix->TV->TVShows->BlueBloods
		datalogix->TV->TVS hows->CSICrimeSceneInvestigation
		datalogix->TV->TVS hows->Castle
		datalogix->TV->TVS hows->CriminalMinds
		datalogix->TV->TVS hows->DancingWiththeStars
		datalogix->TV->TVS hows->Elementary

		datalogix->TV->TVS hows->GreysAnatomy
		datalogix->TV->TVS hows->HawaiiFive-0
		datalogix->TV->TVS hows->ModernFamily
		datalogix->TV->TVS hows->NCIS
		datalogix->TV->TVS hows->PersonofInterest
		datalogix->TV->TVS hows->Scandal
		datalogix->TV->TVS hows->SundayNightFootball
		datalogix->TV->TVS hows->Survivor
		datalogix->TV->TVS hows->TheBigBangTheory
		datalogix->TV->TVS hows->TheBlacklist
		datalogix->TV->TVS hows->TheGoodWife
		datalogix->TV->TVS hows->TheMentalist
		datalogix->TV->TVS hows->TheMillers
		datalogix->TV->TVS hows->TheVoice
		datalogix->TV->TVS hows->TwoandaHalfMen
		datalogix->TV->TVS hows->UndertheDome
	datalogix->TV->TVV iewership	
		datalogix->TV->TVV iewership->HeavyViewers
		datalogix->TV->TVV iewership->LightViewers
	datalogix->TV->Talk	
	datalogix->TV->Travel	