



Targeting Segmentation

DEMOGRAPHIC SELECTIONS

Age
Primary Language Spoken
Ethnicity
Dwelling Type
Home Purchase Date
Education Level
Household Income
Gender
Marital Status
Presence of Children
Age of Children
Gender of Children
Religion
Net Worth

GEOGRAPHIC LOCATION

State
County
City
SCF
Zip Code
Radius
Drive Markets
Fly Markets

INCOME LEVEL

Less than \$25,000
\$25,000 - \$50,000
\$50,000 - \$75,000
\$75,000 - \$100,000
\$100,000 - \$150,000
\$150,000 - \$250,000
\$250,000 - \$500,000
\$500,000 - \$1,000,000
\$1,000,000 + + +

CONSUMERS SEEKING GOODS & SERVICES

Air Filtration
Appliances
Audio/Video
Auto Warranty
Baby Products
Beauty Products
Blu-ray & 3D Products
Books & Magazines
Business Opportunities

Cigars
Clothing
Clubs/Organizations
Coffee
Cooking Supplies
Cosmetic Surgery
Computer Hardware & Software
Coupons
Dining Plans
Eco Friendly/Green Products
Electronics
Energy Savings
Entertainment
Exercise Equipment
Eyewear
Fashion
Foods - Gourmet & Healthy
Freebies
Furniture
Games & Toys
Gym Memberships
Home Remodeling
Home Security
Herbal Medicines & Remedies
Insurance
Jewelry
Luxury Items
Mixed Martial Arts
Motivational Products
Motorcycles
New Car Purchase
New Mother Products
Party Supplies
Pet Supplies
Plastic Surgery
Property & Land
Psychic Readings
Recipes
Recreation Vehicles
Satellite/Cable Plans
Software
Teeth Whitening
Vacation Clubs Weddings
Weight loss
Wine

AILMENTS & MEDICAL CONDITIONS*

Acne
Allergies
Anxiety
Arthritis
Asthma
Back Pain
Baldness
Bladder
Blood Pressure
Bowel
Breast
Cholesterol
Chronic Pain
Cold & Flu
Depression
Diabetes
Gray Hair
Gum/teeth
Headaches
Heartburn
Hearing & Ear
Heart
Hyperhidrosis
Insomnia
Lung
Medications
Memory
Menopause
Migraine
Nail Fungus
Neurological
Overweight
Pregnancy
Psoriasis
Rash
Sexual
Sinus
Skin
Stomach
Underweight
Vision
Varicose Vein
Warts

CONSUMER INTERESTS & HOBBIES

Arts & Crafts
Boating
Child Development
Collectibles
Cruising
Dating
Dance
Decorating
Decorating
Do It Yourself Projects
Expecting Parents
Education
Employment Equestrianism
Events
Extreme Adventure
Family Values
Festivals
Films
Financial Planning
Fishing
Fitness
Gambling
Gardening
Genealogy
Health
Hunting
Instruments
Interactive Games
International News
Investments
Local Media
Mobile Apps
Music
Mythology
Nature
Photography
Politics
Reality TV
Religion
Seminars
Social Networking
Sports
Super Natural
Surveys
Technology
Travel & Tourism
Quilting

Givebacks offers more than 700 consumer targeting attributes.

If you do not see your specific target, please email dillon@givebacks.com

*All selections are self-reported, responded to, and/or visited a site or page related to what Givebacks feels is a qualified target.