

SMARTMAIL MARKETING™

TARGETING ATTRIBUTES: CONSUMER



Smartmail Marketing™

🏠 Available at Address Level ✓ Included \$ Fees — Not Available

CATEGORIES	DATA SOURCE	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
Address Attributes	• Canada Post, Telephone Directories, Self-Reported Survey Data	\$	✓	✓
Demographics	• Self-Reported Survey Data, Census Data	\$	✓	✓
• Ethnicity	• Multi-Cultural Data	\$	\$	—
• Credit Score	• Credit Bureau Information	\$	\$	—
Interests & Behaviours		\$	✓	✓
• Interests	• Self-Reported Survey Data	\$	✓	—
• Location-Based Audiences	• Mobile Device Data	\$	✓	—
• Household Spending	• Environics	\$	✓	✓
• Online Shoppers	• Canada Post	\$	✓	✓
• Automotive	• Vehicle Registration Data, Self-Reported Survey Data	\$	\$	—
Lifestyle & Life Stage		\$	✓	✓
• Lifestyle	• Environics, Self-Reported Survey Data	\$	✓	—
• Life Stage	• Environics, Self-Reported Survey Data	\$	✓	—
• Mover Data	• Canada Post, Real Estate Listings	\$	—	—
• Prizm	• Environics	\$	✓	✓
• Prizm QC	• Environics	\$	✓	✓



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CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL	
Address Attributes	Consumer names		🏠 \$	—	—	
	Telephone numbers		🏠 \$	—	—	
	Period of construction		\$	✓	✓	
		Built Before 1960	\$	✓	✓	
		Built Between 1961 and 1980	\$	✓	✓	
		Built Between 1981 and 1990	\$	✓	✓	
		Built Between 1991 and 2000	\$	✓	✓	
		Built Between 2001 and 2005	\$	✓	✓	
		Built Between 2006 and 2011	\$	✓	✓	
		Built Between 2011 and 2016	\$	✓	✓	
		Built After 2016	\$	✓	✓	
		Dwelling type		\$	✓	✓
		Single-Detached House	\$	✓	✓	
		Semi-Detached House	\$	✓	✓	
		Row House	\$	✓	✓	
		Apartment, Building that has Five or more Storeys	\$	✓	✓	
		Apartment, Building that has fewer than Five Storeys	\$	✓	✓	
		Detached Duplex	\$	✓	✓	
		Other Single-Attached House	\$	✓	✓	
		Movable Dwelling	\$	✓	✓	
		Occupied Private Dwellings by Condo Status, Tenure and Structure	Total Households For Condo Status	\$	✓	—
			In Condo	\$	✓	—
			Owned, In condo	\$	✓	—
			Rented, In condo	\$	✓	—
			Not In Condo	\$	✓	—
			Owned, Not In Condo	\$	✓	—
			Rented, Not In Condo	\$	✓	—
			Band Housing	\$	✓	—
		Residential mail volume		\$	—	—
			1-4 Mail pieces	\$	—	—
			5-9 Mail pieces	\$	—	—
			10-14 Mail pieces	\$	—	—



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
		15-19 Mail pieces	\$	—	—
		20-39 Mail pieces	\$	—	—
		40+ Mail pieces	\$	—	—
	Residential # of recipients		\$	—	—
		1-2 Recipients	\$	—	—
		3-5 Recipients	\$	—	—
		6+ Recipients	\$	—	—
	Parcel locker		\$	✓	—
	French language indicator		🏠 \$	✓	—
Demographics	Gender	Male	🏠 \$	✓	—
		Female	🏠 \$	✓	—
	Total population by age		🏠 \$	✓	✓
	Ranges may vary between Postal Code and Address level data	Total 0 to 4	🏠 \$	✓	✓
		Total 5 to 9	🏠 \$	✓	✓
		Total 10 to 14	🏠 \$	✓	✓
		Total 15 to 19	🏠 \$	✓	✓
		Total 20 to 24	🏠 \$	✓	✓
		Total 25 to 29	🏠 \$	✓	✓
		Total 30 to 34	🏠 \$	✓	✓
		Total 35 to 39	🏠 \$	✓	✓
		Total 40 to 44	🏠 \$	✓	✓
		Total 45 to 49	🏠 \$	✓	✓
		Total 50 to 54	🏠 \$	✓	✓
		Total 55 to 59	🏠 \$	✓	✓
		Total 60 to 64	🏠 \$	✓	✓
		Total 65 to 69	🏠 \$	✓	✓
		Total 70 to 74	🏠 \$	✓	✓
		Total 75 to 79	🏠 \$	✓	✓
		Total 80 to 84	🏠 \$	✓	✓
		Total 85 or older	🏠 \$	✓	✓
	Female population by age		🏠 \$	✓	✓
	Ranges may vary between Postal Code and Address level data.	Females 0 to 4	🏠 \$	✓	✓
		Females 5 to 9	🏠 \$	✓	✓
		Females 10 to 14	🏠 \$	✓	✓



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL	
		Females 15 to 19	🏠 \$	✓	✓	
		Females 20 to 24	🏠 \$	✓	✓	
		Females 25 to 29	🏠 \$	✓	✓	
		Females 30 to 34	🏠 \$	✓	✓	
		Females 35 to 39	🏠 \$	✓	✓	
		Females 40 to 44	🏠 \$	✓	✓	
		Females 45 to 49	🏠 \$	✓	✓	
		Females 50 to 54	🏠 \$	✓	✓	
		Females 55 to 59	🏠 \$	✓	✓	
		Females 60 to 64	🏠 \$	✓	✓	
		Females 65 to 69	🏠 \$	✓	✓	
		Females 70 to 74	🏠 \$	✓	✓	
		Females 75 to 79	🏠 \$	✓	✓	
		Females 80 to 84	🏠 \$	✓	✓	
		Females 85 or older	🏠 \$	✓	✓	
		Male population by age		🏠 \$	✓	✓
		Ranges may vary between Postal Code and Address level data	Males 0 to 4	🏠 \$	✓	✓
			Males 5 to 9	🏠 \$	✓	✓
			Males 10 to 14	🏠 \$	✓	✓
			Males 15 to 19	🏠 \$	✓	✓
			Males 20 to 24	🏠 \$	✓	✓
			Males 25 to 29	🏠 \$	✓	✓
			Males 30 to 34	🏠 \$	✓	✓
			Males 35 to 39	🏠 \$	✓	✓
			Males 40 to 44	🏠 \$	✓	✓
			Males 45 to 49	🏠 \$	✓	✓
			Males 50 to 54	🏠 \$	✓	✓
			Males 55 to 59	🏠 \$	✓	✓
			Males 60 to 64	🏠 \$	✓	✓
			Males 65 to 69	🏠 \$	✓	✓
			Males 70 to 74	🏠 \$	✓	✓
			Males 75 to 79	🏠 \$	✓	✓
			Males 80 to 84	🏠 \$	✓	✓
		Males 85 or older	🏠 \$	✓	✓	



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
	Household size		🏠 \$	✓	✓
		1 Person	🏠 \$	✓	✓
		2 Persons	🏠 \$	✓	✓
		3 Persons	🏠 \$	✓	✓
		4 Persons	🏠 \$	✓	✓
		5 or More Persons	🏠 \$	✓	✓
	Marital status		🏠 \$	✓	✓
		Single or equivalent	🏠 \$	✓	✓
		Married or equivalent	🏠 \$	✓	✓
	Family structure		\$	✓	✓
		Total Couple Families	\$	✓	✓
		Without Children at Home	\$	✓	✓
		With Children at Home	\$	✓	✓
		1 Child	\$	✓	✓
		2 Children	\$	✓	✓
		3 or More Children	\$	✓	✓
		Married Couple Families	\$	✓	✓
		Without Children at Home	\$	✓	✓
		With Children at Home	\$	✓	✓
		1 Child	\$	✓	✓
		2 Children	\$	✓	✓
		3 or More Children	\$	✓	✓
		Common-Law Couple Families	\$	✓	✓
		Without Children at Home	\$	✓	✓
		With Children at Home	\$	✓	✓
		1 Child	\$	✓	✓
		2 Children	\$	✓	✓
		3 or More Children	\$	✓	✓
		Total Lone-Parent Families	\$	✓	✓
		1 Child	\$	✓	✓
		2 Children	\$	✓	✓
		3 or More Children	\$	✓	✓



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
		Female Parent Families	\$	✓	✓
		1 Child	\$	✓	✓
		2 Children	\$	✓	✓
		3 or More Children	\$	✓	✓
		Male Parent Families	\$	✓	✓
		1 Child	\$	✓	✓
		2 Children	\$	✓	✓
		3 or More Children	\$	✓	✓
	Children at home by age	0-4	\$	✓	✓
		5-9	\$	✓	✓
		10 to 14	\$	✓	✓
		15 to 19	\$	✓	✓
		20 to 24	\$	✓	✓
		25 or More	\$	✓	✓
	Housing		🏠 \$	✓	✓
		Owned	🏠 \$	✓	✓
		Rented	🏠 \$	✓	✓
	Household income		🏠 \$	✓	✓
		Household Income \$0 To \$19,999	🏠 \$	✓	✓
		Household Income \$20,000 To \$39,999	🏠 \$	✓	✓
		Household Income \$40,000 To \$59,999	🏠 \$	✓	✓
		Household Income \$60,000 To \$79,999	🏠 \$	✓	✓
		Household Income \$80,000 To \$99,999	🏠 \$	✓	✓
		Household Income \$100,000 Or Over	🏠 \$	✓	✓
		Household Income \$100,000 To \$124,999	\$	✓	✓
		Household Income \$125,000 To \$149,999	\$	✓	✓
		Household Income \$150,000 To \$199,999	\$	✓	✓
		Household Income \$200,000 Or Over	\$	✓	✓
		Household Income \$200,000 to \$299,999	\$	✓	✓
		Household Income \$300,000 Or Over	\$	✓	✓
	Education	High school certificate or equivalent	\$	✓	✓
		Apprenticeship or trades certificate or diploma	\$	✓	✓
		College, CEGEP or other non-university certificate or diploma	\$	✓	✓



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
		University certificate or diploma below bachelor	\$	✓	✓
		Bachelor's degree	\$	✓	✓
		Above Bachelor's	\$	✓	✓
	Employment status	Employed	\$	✓	✓
		Unemployed	\$	✓	✓
		Not in the labour force	\$	✓	✓
	Occupation		🏠 \$	✓	✓
		Management occupations	🏠 \$	✓	✓
		Business, finance and administration occupations	\$	✓	✓
		Natural and applied sciences and related occupations	\$	✓	✓
		Health occupations	\$	✓	✓
		Home business	🏠 \$	—	—
		Self-employed	🏠 \$	—	—
		Occupations in education, law, social, community and government services	\$	✓	✓
		Government	🏠 \$	—	—
		Professional services	🏠 \$	—	—
		Occupations in art, culture, recreation and sport	\$	✓	✓
		Sales and service occupations	\$	✓	✓
		Trades, transport and equipment operators and related occupations	\$	✓	✓
		Tradesperson or labourer	🏠 \$	—	✓
		Natural resources, agriculture and related production occupations	\$	✓	✓
		Occupations in manufacturing and utilities	\$	✓	✓
		Occupation - Not Applicable	\$	✓	✓
		Retired	🏠 \$	—	—
		Not employed	🏠 \$	—	—
		FT homemaker	🏠 \$	—	—
	Mode of transportation to work		\$	✓	✓
		Travel to work by car as a driver	\$	✓	✓
		Travel to work by car as a passenger	\$	✓	✓
		Travel to work by public transit	\$	✓	✓
		Travel to work by walking	\$	✓	✓



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
		Travel to work by bicycle	\$	✓	✓
		Travel to work by other method	\$	✓	✓
	Visible minorities		\$	✓	✓
		All Other Visible Minorities	\$	✓	✓
		Arab	\$	✓	✓
		Black	\$	✓	✓
		Chinese	\$	✓	✓
		Filipino	\$	✓	✓
		Japanese	\$	✓	✓
		Korean	\$	✓	✓
		Latin American	\$	✓	✓
		Multiple Visible Minorities	\$	✓	✓
		South Asian	\$	✓	✓
		Southeast Asian	\$	✓	✓
		West Asian	\$	✓	✓
	Mother Tongue		\$	✓	✓
		Aboriginal Languages	\$	✓	✓
		Arabic	\$	✓	✓
		Bengali	\$	✓	✓
		Cantonese	\$	✓	✓
		Chinese n.o.s	\$	✓	✓
		Creoles	\$	✓	✓
		Croatian	\$	✓	✓
		Czech	\$	✓	✓
		Dutch	\$	✓	✓
		English	\$	✓	✓
		English & French	\$	✓	✓
		English & French & Non-Official	\$	✓	✓
		English & Non-Official	\$	✓	✓
		French	\$	✓	✓
		French & Non-Official	\$	✓	✓
		German	\$	✓	✓
		Greek	\$	✓	✓



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
		Gujarati	\$	✓	✓
		Hindi	\$	✓	✓
		Hungarian	\$	✓	✓
		Italian	\$	✓	✓
		Japanese	\$	✓	✓
		Korean	\$	✓	✓
		Mandarin	\$	✓	✓
		Other Languages	\$	✓	✓
		Panjabi	\$	✓	✓
		Persian	\$	✓	✓
		Polish	\$	✓	✓
		Portuguese	\$	✓	✓
		Romanian	\$	✓	✓
		Russian	\$	✓	✓
		Serbian	\$	✓	✓
		Somali	\$	✓	✓
		Spanish	\$	✓	✓
		Tagalog	\$	✓	✓
		Tamil	\$	✓	✓
		Turkish	\$	✓	✓
		Ukrainian	\$	✓	✓
		Urdu	\$	✓	✓
		Vietnamese	\$	✓	✓
	Household Population by Total Immigrants and Place of Birth		\$	✓	✓
		Total Household Population	\$	✓	✓
		Non-Immigrant	\$	✓	✓
		Non-Immigrant In Province Of Birth	\$	✓	✓
		Non-Immigrant Outside Province Of Birth	\$	✓	✓
		Total Immigrant	\$	✓	✓
		Non-Permanent Resident	\$	✓	✓
		Americas	\$	✓	✓
		North America	\$	✓	✓
		United States	\$	✓	✓
		Other North America	\$	✓	✓



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
		Central America	\$	✓	✓
		El Salvador	\$	✓	✓
		Mexico	\$	✓	✓
		Other Central America	\$	✓	✓
		Caribbean And Bermuda	\$	✓	✓
		Cuba	\$	✓	✓
		Haiti	\$	✓	✓
		Jamaica	\$	✓	✓
		Trinidad And Tobago	\$	✓	✓
		Other Caribbean And Bahamas	\$	✓	✓
		South America	\$	✓	✓
		Brazil	\$	✓	✓
		Chile	\$	✓	✓
		Colombia	\$	✓	✓
		Guyana	\$	✓	✓
		Peru	\$	✓	✓
		Venezuela	\$	✓	✓
		Other South America	\$	✓	✓
		Europe	\$	✓	✓
		Western Europe	\$	✓	✓
		France	\$	✓	✓
		Germany	\$	✓	✓
		Netherlands	\$	✓	✓
		Other Western Europe	\$	✓	✓
		Eastern Europe	\$	✓	✓
		Czech Republic	\$	✓	✓
		Hungary	\$	✓	✓
		Moldova	\$	✓	✓
		Poland	\$	✓	✓
		Romania	\$	✓	✓
		Russia	\$	✓	✓
		Ukraine	\$	✓	✓
		Other Eastern Europe	\$	✓	✓
		Northern Europe	\$	✓	✓



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
		United Kingdom	\$	✓	✓
		Ireland	\$	✓	✓
		Other Northern Europe	\$	✓	✓
		Southern Europe	\$	✓	✓
		Greece	\$	✓	✓
		Italy	\$	✓	✓
		Portugal	\$	✓	✓
		Bosnia Herzegovina	\$	✓	✓
		Croatia	\$	✓	✓
		Serbia	\$	✓	✓
		Other Southern Europe	\$	✓	✓
		Africa	\$	✓	✓
		Western Africa	\$	✓	✓
		Côte d'Ivoire	\$	✓	✓
		Ghana	\$	✓	✓
		Nigeria	\$	✓	✓
		Other Western Africa	\$	✓	✓
		Eastern Africa	\$	✓	✓
		Eritrea	\$	✓	✓
		Ethiopia	\$	✓	✓
		Kenya	\$	✓	✓
		Somalia	\$	✓	✓
		Tanzania	\$	✓	✓
		Other Eastern Africa	\$	✓	✓
		Central Africa	\$	✓	✓
		Cameroon	\$	✓	✓
		Congo, The Democratic Republic of The	\$	✓	✓
		Other Central Africa	\$	✓	✓
		Northern Africa	\$	✓	✓
		Algeria	\$	✓	✓
		Egypt	\$	✓	✓
		Morocco	\$	✓	✓
		Tunisia	\$	✓	✓
		Other Northern Africa	\$	✓	✓



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
		Southern Africa	\$	✓	✓
		South Africa	\$	✓	✓
		Other Southern Africa	\$	✓	✓
		Asia	\$	✓	✓
		West Central Asia And Middle East	\$	✓	✓
		Afghanistan	\$	✓	✓
		Iran	\$	✓	✓
		Iraq	\$	✓	✓
		Israel	\$	✓	✓
		Lebanon	\$	✓	✓
		Saudi Arabia	\$	✓	✓
		Syria	\$	✓	✓
		Turkey	\$	✓	✓
		United Arab Emirates	\$	✓	✓
		Other West Central Asia And Middle East	\$	✓	✓
		Eastern Asia	\$	✓	✓
		China	\$	✓	✓
		Hong Kong	\$	✓	✓
		Japan	\$	✓	✓
		South Korea	\$	✓	✓
		Taiwan	\$	✓	✓
		Other Eastern Asia	\$	✓	✓
		Southeastern Asia	\$	✓	✓
		Cambodia	\$	✓	✓
		Malaysia	\$	✓	✓
		Philippines	\$	✓	✓
		Vietnam	\$	✓	✓
		Other Southeastern Asia	\$	✓	✓
		Southern Asia	\$	✓	✓
		Bangladesh	\$	✓	✓
		India	\$	✓	✓
		Nepal	\$	✓	✓
		Pakistan	\$	✓	✓



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
		Sri Lanka	\$	✓	✓
		Other Southern Asia	\$	✓	✓
		Oceania And Other	\$	✓	✓
		Australia	\$	✓	✓
		Fiji	\$	✓	✓
		Other Oceania And Other	\$	✓	✓
	Home value		\$	✓	—
		Under \$100,000	\$	✓	—
		\$100,000 to \$149,999	\$	✓	—
		\$150,000 to \$199,999	\$	✓	—
		\$200,000 to \$249,999	\$	✓	—
		\$250,000 to \$299,999	\$	✓	—
		\$300,000 to \$349,999	\$	✓	—
		\$350,000 to \$399,999	\$	✓	—
		\$400,000 to \$499,999	\$	✓	—
		\$500,000 to \$749,999	\$	✓	—
		\$750,000 to \$999,999	\$	✓	—
		\$1,000,000 to \$1,499,999	\$	✓	—
		\$1,500,000 to \$1,999,999	\$	✓	—
		\$2,000,000 and up	\$	✓	—
	Household Population by Citizenship		\$	✓	—
		Total Canadian Citizens	\$	✓	—
		Citizens Under 18	\$	✓	—
		Citizens 18 Or Older	\$	✓	—
		Total Non-Citizens	\$	✓	—
		Non-Citizens Under 18	\$	✓	—
		Non-Citizens 18 Or Older	\$	✓	—
	Aboriginal identity		\$	✓	—
		Aboriginal identity	\$	✓	—
		Non-Aboriginal identity	\$	✓	—
	Period of immigration		\$	✓	—
		Household Population For Period Of Immigration	\$	✓	—
		Non-Immigrants	\$	✓	—



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
		Immigrants	\$	✓	—
		Before 2001	\$	✓	—
		2001 To 2005	\$	✓	—
		2006 To 2010	\$	✓	—
		2011 To 2016	\$	✓	—
		2017 To Present	\$	✓	—
		Non-Permanent Residents	\$	✓	—
Credit Score	H > 748		\$	\$	—
	M 699-747		\$	\$	—
	L < 698		\$	\$	—
Ethnicity	Aboriginal		\$	\$	—
	African_Canadian		\$	\$	—
	Caribbean		\$	\$	—
	Central Asian		\$	\$	—
	East Asian		\$	\$	—
	Eastern European		\$	\$	—
	Hispanic		\$	\$	—
	Jewish		\$	\$	—
	Mediterranean		\$	\$	—
	Middle Eastern		\$	\$	—
	Polynesian		\$	\$	—
	Scandinavian		\$	\$	—
	South Asian		\$	\$	—
	Southeast Asian		\$	\$	—
	Western European		\$	\$	—
Interests	Charitable cause		🏠 \$	✓	—
		Any donor (1+ selections)	🏠 \$	✓	—
		Avid donors (3+ selections)	🏠 \$	✓	—
		Animal welfare	🏠 \$	✓	—
		Arts or cultural	🏠 \$	—	—
		Cancer	🏠 \$	✓	—
		Childrens	🏠 \$	✓	—
		Environment	🏠 \$	—	—



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
		Environment or wildlife	🏠 \$	✓	—
		Health	🏠 \$	✓	—
		International aid/world relief	🏠 \$	✓	—
		Other types of causes	🏠 \$	✓	—
		Religious	🏠 \$	✓	—
		Political	🏠 \$	✓	—
		Wildlife	🏠 \$	—	—
		Visual impairment	🏠 \$	✓	—
	Collector		🏠 \$	✓	—
		Coins	🏠 \$	✓	—
		Collectibles	🏠 \$	—	—
	Home and leisure		🏠 \$	✓	—
		Baking	🏠 \$	✓	—
		Camping or hiking	🏠 \$	—	—
		Career advance courses or self improvement	🏠 \$	✓	—
		Career advance courses	🏠 \$	—	—
		Self improvement	🏠 \$	—	—
		Casino gambling	🏠 \$	—	—
		Cooking-gourmet	🏠 \$	✓	—
		Cooking-low fat	🏠 \$	✓	—
		Cooking-other types	🏠 \$	—	—
		Crafts	🏠 \$	✓	—
		Exercise 1-2x/week	🏠 \$	—	—
		Exercise 3+/week	🏠 \$	—	—
		Gardening-any	🏠 \$	✓	—
		Home improvement or repair	🏠 \$	✓	—
		Regularly buy the latest fashion trends	🏠 \$	—	—
		Sweepstakes or lotteries	🏠 \$	—	—
		Theatre or performing arts	🏠 \$	✓	—
		Woodworking	🏠 \$	✓	—
	Internet users		🏠 \$	✓	—
		Book vacations online	🏠 \$	✓	—
		Invest or trade online	🏠 \$	✓	—
		Online banking	🏠 \$	✓	—



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
		Posting ratings or reviews	🏠 \$	—	—
		Purchase products online	🏠 \$	✓	—
		Read news online	🏠 \$	✓	—
		Research products online	🏠 \$	✓	—
	Investment		🏠 \$	✓	—
		Currently Owns Life insurance	🏠 \$	✓	—
		Plans to Buy Life insurance	🏠 \$	—	—
		Currently Owns Mutual Funds	🏠 \$	✓	—
		Plans to Buy Mutual Funds	🏠 \$	—	—
		Currently Owns Mutual Funds, Stocks and RRSP	🏠 \$	✓	—
		Plans to Buy Mutual Funds, Stocks and RRSP	🏠 \$	—	—
		Currently Owns RESP	🏠 \$	—	—
		Plans to Buy RESP	🏠 \$	—	—
		Currently Owns RRSP	🏠 \$	✓	—
		Plans to Buy RRSP	🏠 \$	—	—
		Currently Owns Stocks	🏠 \$	✓	—
		Plans to Buy Stocks	🏠 \$	—	—
		Currently Owns Other Investments	🏠 \$	—	—
		Plans to Buy Other Investments	🏠 \$	—	—
	Home Insurance		🏠 \$	—	—
		Renew in January	🏠 \$	—	—
		Renew in February	🏠 \$	—	—
		Renew in March	🏠 \$	—	—
		Renew in April	🏠 \$	—	—
		Renew in May	🏠 \$	—	—
		Renew in June	🏠 \$	—	—
		Renew in July	🏠 \$	—	—
		Renew in August	🏠 \$	—	—
		Renew in September	🏠 \$	—	—
		Renew in October	🏠 \$	—	—
		Renew in November	🏠 \$	—	—
		Renew in December	🏠 \$	—	—
	Loyalty card holders		\$	✓	—



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
		Aeroplan	\$	✓	—
		Air Miles	\$	✓	—
		Multiple cards user	\$	✓	—
		Optimum	\$	✓	—
		Other	\$	✓	—
		PC Points	\$	✓	—
		Petro-Points	\$	✓	—
	Mail order buyers		🏠 \$	✓	—
		Avid buyer (3+ selections)	🏠 \$	✓	—
		Books or magazines-Canada	🏠 \$	✓	—
		Books-Canada	🏠 \$	✓	—
		Any mail order purchase	🏠 \$	✓	—
		Clothing-Canada	🏠 \$	✓	—
		Cosmetics-Canada	🏠 \$	✓	—
		Gifts-Canada	🏠 \$	✓	—
		Magazines-Canada	🏠 \$	✓	—
		Other	🏠 \$	—	—
	Nutrition and diet		🏠 \$	✓	—
		To increase fibre	🏠 \$	✓	—
		To lose weight	🏠 \$	✓	—
		To diet - none of the above	🏠 \$	✓	—
		To eat more nat/organic foods	🏠 \$	✓	—
		To reduce fat/cholesterol	🏠 \$	✓	—
		To incl vitamins/minerals	🏠 \$	✓	—
		To reduce sugar	🏠 \$	—	—
		To eat a gluten-free diet	🏠 \$	—	—
		To include more plant-based foods	🏠 \$	—	—
		To avoid artificial flavours or colours	🏠 \$	—	—
		To avoid GMO's	🏠 \$	—	—
		To relieve muscle or joint pain	🏠 \$	—	—
		To maintain overall health	🏠 \$	—	—
		To maintain or improve eye health	🏠 \$	—	—
		To improve heart health	🏠 \$	—	—
		To strengthen digestion	🏠 \$	—	—



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
		To prevent colds and flus	⌘ \$	—	—
		To take herbal remedies	⌘ \$	—	—
		To include omega 3s or fish oil	⌘ \$	—	—
		To boost immune system	⌘ \$	—	—
		Other	⌘ \$	—	—
	Pet owners		⌘ \$	✓	—
		Cat Owners	⌘ \$	✓	—
		Dog Owners	⌘ \$	✓	—
		Cat or Dog Owners	⌘ \$	✓	—
	Reading preferences		⌘ \$	✓	—
		Avid reader (3+ selections)	⌘ \$	✓	—
		Any magazine readers	⌘ \$	—	—
		Any book readers	⌘ \$	—	—
		Bible or devotional	⌘ \$	✓	—
		Best selling fiction	⌘ \$	✓	—
		Business or financial	⌘ \$	✓	—
		Childrens	⌘ \$	—	—
		Cooking or culinary	⌘ \$	✓	—
		Fashion	⌘ \$	✓	—
		History	⌘ \$	✓	—
		Interior decorating	⌘ \$	✓	—
		Medical or health	⌘ \$	✓	—
		Natural health remedies	⌘ \$	✓	—
		Sports	⌘ \$	✓	—
		World news or politics	⌘ \$	✓	—
	Services		\$	✓	—
		Home computer Currently own	\$	✓	—
		Cellular phone Currently own	\$	✓	—
		eBook readers Currently own	\$	✓	—
	Sports		⌘ \$	✓	—
		Avid sports fan (4+ selections)	⌘ \$	✓	—
		Participates in Fishing	⌘ \$	✓	—



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
		Participates in Running	🏠 \$	—	—
		Participates in Yoga / Pilates	🏠 \$	—	—
		Participates in other sports	🏠 \$	—	—
		Watches Football	🏠 \$	—	—
		Watches Golf	🏠 \$	✓	—
		Watches Hockey	🏠 \$	✓	—
		Watches Hunting	🏠 \$	✓	—
		Watches Snow Skiing	🏠 \$	✓	—
		Watches Soccer	🏠 \$	—	—
		Watches Tennis	🏠 \$	—	—
	Travel destinations		🏠 \$	✓	—
		Travel within Canada Business	🏠 \$	—	—
		Travel within Canada Personal	🏠 \$	—	—
		Travel to USA Business	🏠 \$	—	—
		Travel to USA Personal	🏠 \$	—	—
		Travel to Europe Business	🏠 \$	—	—
		Travel to Europe Personal	🏠 \$	—	—
		Travel - Other Business	🏠 \$	—	—
		Travel - Other Personal	🏠 \$	—	—
		Travel within Canada Business or Personal	🏠 \$	✓	—
		Travel to USA Business or Personal	🏠 \$	✓	—
	Travel frequency		🏠 \$	✓	—
		1-3 times/yr Business	🏠 \$	✓	—
		1-3 times/yr Personal	🏠 \$	✓	—
		4+ times/yr Business	🏠 \$	✓	—
		4+ times/yr Personal	🏠 \$	✓	—
		Never travel Business	🏠 \$	✓	—
		Never travel Personal	🏠 \$	✓	—
	Travel preferences		🏠 \$	✓	—
		All-inclusive	🏠 \$	✓	—
		Cruises	🏠 \$	✓	—
		Theme parks	🏠 \$	✓	—
		Timeshare	🏠 \$	—	—
		Other	🏠 \$	—	—



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
	Travel reasons		⌘ \$	✓	—
		Any business travel	⌘ \$	✓	—
		Avid leisure traveler	⌘ \$	✓	—
Location-based audiences	Automotive Parts Accessories Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Automotive Service Centre	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Beauty Salon	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Beer Wine Liquor Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Boat Dealers	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Book Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Cafeterias Grill Buffets Buffets	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Car And Truck Rental	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Caterers	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Childrens Infants Clothing Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Clothing Accessories Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Confectionery Nut Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Convenience Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Cosmetics Beauty Supplies Perfume Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Department Stores Except Discount Dept Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Discount Department Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Drinking Places Alcoholic Beverages	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Electronic Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Family Clothing Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Financial Institutions	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Fish Seafood Markets	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
	Fitness Health And Wellness	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Floor Covering Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Florists	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Food Health Supplement Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Food Service Contractors	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Fruit Vegetable Markets	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Fuel Dealers	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Full Service Restaurants	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Furniture Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Gift Novelty Souvenir Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Hardware Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Hobby Toy Game Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Home Builders	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Home Centers	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Hotels Except Casino Hotels Motels	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Household Appliance Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Insurance Agencies Brokerages	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Jewelry Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Luggage Leather Goods Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Mail Order Houses	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Manufactured Mobile Home Dealers	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Meat Markets	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
	Mens Clothing Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Motorcycle ATV All Other Motor Vehicle Dealers	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Musical Instrument Supplies Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	New Car Dealers	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	News Dealers Newsstands	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Nursery Garden Center Farm Supply Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Office Supplies Stationery Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Optical Goods Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Other Building Material Dealers	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Other Direct Selling Establishments	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Other Gasoline Stations	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Outdoor Power Equipment Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Paint Wallpaper Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Pet Supplies Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Pharmacies Drug Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Quick Service Restaurants	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Recreational Vacation Camps Except Campgrounds	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Recreational Vehicle Dealers	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Sit-Down Restaurants	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Sewing Needlework Piece Goods Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Shoe Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Shopping Centres	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Snack Nonalcoholic Beverage Bars	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
	Sporting Goods Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Supermarkets Other Grocery Exc Convenience Strs	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Theatre	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Tire Dealers	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Tobacco Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Truck Stops	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Vending Machine Operators	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Warehouse Clubs Supercenters	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Window Treatment Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Womens Clothing Stores	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Beauty Enthusiast	Users seen at beauty stores or beauty salons 1x or more in the last 30 days (Sephora, MAC, Beauty Supply Outlet, etc.)	\$	✓	—
	Car Owners	Users seen on a highway 3x or more in the last 7 days, or users that have been seen at a gas station 1x or more in the last 3 weeks	\$	✓	—
	Coffee Enthusiast	Users seen at a coffee shop 2x or more in the last 7 days (Tim Hortons, Starbucks, Country Style, etc.)	\$	✓	—
	Dog Owner	Users seen at a dog park 3x in the last 30 days	\$	✓	—
	Fashion Enthusiast	Users seen in fashion apparel stores 2x or more in the last 30 days (Zara, Aritzia, Winners, etc.)	\$	✓	—
	Fast Food Enthusiast	Users seen in quick service restaurants 2x or more in the last 7 days (McDonalds, Taco Bell, Pizza Pizza, etc.)	\$	✓	—
	Fitness, Health & Wellness Enthusiast	Users seen in health and fitness locations 2x or more in the last 7 days (Gyms, Yoga studios, etc.)	\$	✓	—
	Golf Enthusiast	Users seen at a golf course 3x or more within the golf season	\$	✓	—
	Gourmet Grocery Shoppers	Users seen in high end grocery stores 2x or more in the last 30 days (Whole Foods, Urban Fare, Longos, etc.)	\$	✓	—
	Bars & Pubs	Users seen in bars and pubs 1x or more in the last 7 days	\$	✓	—



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
	Home Decor & DIY Enthusiast	Users seen in home décor and home improvement stores 2x or more in the last 30 days (Homesense, Ikea, Rona, etc.)	\$	✓	—
	Auto Enthusiast	Users seen in a car dealership 2x or more in the last 30 days	\$	✓	—
	Colleges & Universities	Users seen in College or Universities 5x or more in the last month (UofT, UBC, CEGEP, etc.)	\$	✓	—
	Discount Shoppers	Users seen in discount stores 2x or more in the last 14 days (Winners, Costco, Walmart, etc.)	\$	✓	—
	Grocery Shoppers	Users seen in any grocery store 2x or more in the last 14 (Loblaws, Sobeyes, Metro, etc.)	\$	✓	—
	Public Transit Commuters	Users seen taken public transport 6x or more in the last 7 days (Go Station, TTC Stations, STM Stations)	\$	✓	—
	Restaurant Enthusiast	Users seen in sit-down restaurants 2x or more in the last 21 days (Boston Pizza, Jack Astors, The Keg, etc.)	\$	✓	—
	Shopping Enthusiast	Users seen in a malls or shopping centers 2x or more in the last 14 days	\$	✓	—
	Skiers	Users seen in ski resorts 1x or more in the last 30 days	\$	✓	—
	Electronic and Technology Enthusiast	Users seen in technology stores 3x or more in the last 30 days (Best Buy, Staples, Microsoft, The Source, etc.)	\$	✓	—
	Value Grocery Shoppers	Users seen at value grocery stores 2x or more in the less 14 days (No Frills, Food Basics, FreshCo, etc.)	\$	✓	—
	Business Travellers	Users seen at an airport 4x or more in the last 30 days (Weekdays only)	\$	✓	—
	Movie Goers	Users seen at a movie theatre 2x or more in the last 60 days	\$	✓	—
	Pet Owners	Users seen at a pet store 1x or more in the last 30 days	\$	✓	—
	Car Dealer - Chrysler - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Car Dealer - Ford - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Car Dealer - GM - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Car Dealer - Honda - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Car Dealer - Hyundai - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Car Dealer - Kia - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Car Dealer - Mazda - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—

SMARTMAIL MARKETING™

TARGETING ATTRIBUTES: CONSUMER



Smartmail Marketing™

CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
	Car Dealer - Mitsubishi - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Car Dealer - Nissan - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Car Dealer - Toyota - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Car Dealer - Volkswagen - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Department Store - Best Buy - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Department Store - Costco - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Department Store - Holt Renfrew - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Department Store - Home Outfitters - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Department Store - Homesense - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Department Store - Hudsons Bay - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Department Store - Marshalls - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Department Store - Nordstrom - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Department Store - Simons - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Department Store - Walmart - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Department Store - Winners - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Supermarket - Maxi & Cie - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Supermarket - Metro - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Supermarket - No Frills - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Supermarket - Provigo - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Supermarket - Safeway - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Supermarket - Save-on-foods - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Supermarket - Sobeys - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Supermarket - Super C - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
	Supermarket - Thrifty Foods - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
	Supermarket - Zehrs - Canada	Users seen at this location 1x or more in the last 30 days for at least 5 mins	\$	✓	—
Household Spending	Shelter	Spend on rent, mortgage, insurance, property taxes, home and property repairs, etc.	\$	✓	✓
	Food	Spend on food purchased from stores and restaurants.	\$	✓	✓
	Household Operation	Spend on pets, cleaning supplies, garden supplies, communications, child care, etc.	\$	✓	✓
	Health Care	Spend on health care services, eye care, health insurance premiums, pharmaceutical products, etc.	\$	✓	✓
	Household Furnishings and Equipment	Spend on household furniture, appliances, workshop tools and equipment, home security services etc.	\$	✓	✓
	Transportation	Spend on automobiles, accessories, rented vehicles, maintenance and repairs, public transportation, etc.	\$	✓	✓
	Recreation	Spend on home entertainment equipment and services, recreation facilities and equipment, recreation vehicles, etc.	\$	✓	✓
	Personal Care	Spend on hair care products, make up, skin care, hygiene products, etc.	\$	✓	✓
	Clothing	Spend on women's and girls' clothing, men's and boys' clothing, footwear, fabric and clothing services, etc.	\$	✓	✓
	Education	Spend on tuition, textbooks, school supplies, etc.	\$	✓	✓
	Reading Materials and Other Printed Matter	Spend on newspapers, magazines, books, services related to reading materials, etc.	\$	✓	✓
	Games of Chance	Spend on lotteries, casinos, bingos, etc.	\$	✓	✓
	Miscellaneous Expenditures	Spend on financial services, legal services, funeral services, government services, etc.	\$	✓	✓
	Personal Insurance and Pension	Spend on insurance premiums, retirement/pension contributions, etc.	\$	✓	✓
	Gifts of Money and Contributions	Spend on money gifts, support payments, charitable contributions, etc.	\$	✓	✓
	Real Estate	Spend on home improvements and alterations, net purchase price of residences and properties, etc.	\$	✓	✓

SMARTMAIL MARKETING™

TARGETING ATTRIBUTES: CONSUMER



Smartmail Marketing™

CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
Household Spend Audiences	Auto leasers	Segment with spend on rented and leased vehicles	\$	✓	✓
	Auto owners	Segment with spend on purchased vehicles	\$	✓	✓
	Charitable supporters	Segment with spend on charitable contributions	\$	✓	✓
	Condo living	Segment with spend on condominiums	\$	✓	✓
	Home renovation enthusiasts	Segment with spend on home repairs and maintenance to properties, equipment and tools	\$	✓	✓
	Lottery enthusiasts	Segment with spend on games of chance	\$	✓	✓
	Mortgage holders	Segment with spend on mortgages, homeowner insurance and property tax	\$	✓	✓
	Pension contributors	Segment with spend on retirement funds, pension plans and insurance premiums	\$	✓	✓
	Pet owners	Segment with spend on pet food, goods and veterinarian services	\$	✓	✓
	Public transportation users	Segment with spend on local passenger transportation services and rented vehicles	\$	✓	✓
Online Shoppers	All		\$	✓	✓
	Books / Music / Videos		\$	✓	—
	Electronics		\$	✓	—
	Fashion	This can include clothing, jewellery, shoes, specialty (e.g. swim wear, athletic, lingerie)	\$	✓	—
	Health and Beauty	This can include drug, cosmetics, fitness, wellness, and health	\$	✓	—
	Home and Housewares		\$	✓	—
	Mass Merchant	Businesses that sell a variety of products	\$	✓	—
	Office Supplies		\$	✓	—
	Sports		\$	✓	—
	Telecommunication		\$	✓	—
Automotive	Auto Intenders		🏠 \$	—	—
		Considering buying/leasing NEW in next 1-6 months	🏠 \$	—	—
		Considering buying/leasing USED in next 1-6 months	🏠 \$	—	—
		Considering buying/leasing NEW in next 7-12 months	🏠 \$	—	—
		Considering buying/leasing USED in next 7-12 months	🏠 \$	—	—

SMARTMAIL MARKETING™
 TARGETING ATTRIBUTES: CONSUMER



Smartmail Marketing™

CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
		Considering buying/leasing NEW in next 13-24 months	🏠 \$	—	—
		Considering buying/leasing USED in next 13-24 months	🏠 \$	—	—
		Considering buying/leasing NEW >24 months	🏠 \$	—	—
		Considering buying/leasing NEW in last 3 years	🏠 \$	—	—
	Desired Next Make		🏠 \$	—	—
		Acura	🏠 \$	—	—
		BMW	🏠 \$	—	—
		Daimler Chrysler	🏠 \$	—	—
		Ford	🏠 \$	—	—
		General Motors	🏠 \$	—	—
		Honda	🏠 \$	—	—
		Hyundai	🏠 \$	—	—
		Lexus	🏠 \$	—	—
		Mazda	🏠 \$	—	—
		Nissan	🏠 \$	—	—
		Other	🏠 \$	—	—
		Toyota	🏠 \$	—	—
		Volkswagen	🏠 \$	—	—
		Volvo	🏠 \$	—	—
	Desired Next Type		🏠 \$	—	—
		Compact	🏠 \$	—	—
		Electric	🏠 \$	—	—
		Hybrid	🏠 \$	—	—
		Luxury	🏠 \$	—	—
		Mid-size	🏠 \$	—	—
		Mini-van	🏠 \$	—	—
		Other	🏠 \$	—	—
		Sport coupe	🏠 \$	—	—
		Sport utility	🏠 \$	—	—
	Vehicle Insurance		🏠 \$	—	—
		Renew in January	🏠 \$	—	—
		Renew in February	🏠 \$	—	—
		Renew in March	🏠 \$	—	—



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
		Renew in April	🏠 \$	—	—
		Renew in May	🏠 \$	—	—
		Renew in June	🏠 \$	—	—
		Renew in July	🏠 \$	—	—
		Renew in August	🏠 \$	—	—
		Renew in September	🏠 \$	—	—
		Renew in October	🏠 \$	—	—
		Renew in November	🏠 \$	—	—
		Renew in December	🏠 \$	—	—
	Brand		\$	\$	—
		TOYOTA	\$	\$	—
		HONDA	\$	\$	—
		FORD TRUCK	\$	\$	—
		HYUNDAI	\$	\$	—
		NISSAN	\$	\$	—
		CHEVY TRUCK	\$	\$	—
		DODGE TRUCK	\$	\$	—
		MAZDA	\$	\$	—
		GMC TRUCK	\$	\$	—
		VOLKSWAGEN	\$	\$	—
		KIA	\$	\$	—
		CHEVROLET	\$	\$	—
		JEEP	\$	\$	—
		FORD	\$	\$	—
		SUBARU	\$	\$	—
		RAM TRUCK	\$	\$	—
		BMW	\$	\$	—
		MERCEDES	\$	\$	—
		PONTIAC	\$	\$	—
		ACURA	\$	\$	—
		AUDI	\$	\$	—
		LEXUS	\$	\$	—
		MITSUBISHI	\$	\$	—
		BUICK	\$	\$	—



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL	
		CHRYSLER	\$	\$	—	
		DODGE	\$	\$	—	
		CADILLAC	\$	\$	—	
		VOLVO	\$	\$	—	
		INFINITI	\$	\$	—	
		LINCOLN	\$	\$	—	
		Make		\$	\$	—
			ACURA	\$	\$	—
			ALFA ROMEO	\$	\$	—
			ASTON MARTIN	\$	\$	—
			AUDI	\$	\$	—
			BENTLEY	\$	\$	—
			BERTONE	\$	\$	—
			BMW	\$	\$	—
			BUICK	\$	\$	—
			CADILLAC	\$	\$	—
			CHEVROLET	\$	\$	—
			CHRYSLER	\$	\$	—
			DAEWOO	\$	\$	—
			DAIHATSU	\$	\$	—
			DODGE	\$	\$	—
			EAGLE	\$	\$	—
			FERRARI	\$	\$	—
			FIAT	\$	\$	—
			FORD	\$	\$	—
			FREIGHTLINER	\$	\$	—
			GMC	\$	\$	—
			HARLEY DAVIDSON	\$	\$	—
			HONDA	\$	\$	—
			HUMMER	\$	\$	—
			HYUNDAI	\$	\$	—
			INFINITI	\$	\$	—
			ISUZU	\$	\$	—
		JAGUAR	\$	\$	—	



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
		JEEP	\$	\$	—
		KIA	\$	\$	—
		LAMBORGHINI	\$	\$	—
		LAND ROVER	\$	\$	—
		LEXUS	\$	\$	—
		LINCOLN	\$	\$	—
		LOTUS	\$	\$	—
		MASERATI	\$	\$	—
		MAYBACH	\$	\$	—
		MAZDA	\$	\$	—
		MERCEDES	\$	\$	—
		MERCURY	\$	\$	—
		MINI	\$	\$	—
		MINI COOPER	\$	\$	—
		MITSUBISHI	\$	\$	—
		NISSAN	\$	\$	—
		OLDSMOBILE	\$	\$	—
		PEUGEOT	\$	\$	—
		PLYMOUTH	\$	\$	—
		PONTIAC	\$	\$	—
		PORSCHE	\$	\$	—
		ROLLS ROYCE	\$	\$	—
		SAAB	\$	\$	—
		SATURN	\$	\$	—
		SCION	\$	\$	—
		SMART	\$	\$	—
		SUBARU	\$	\$	—
		SUZUKI	\$	\$	—
		TOYOTA	\$	\$	—
		VOLKSWAGEN	\$	\$	—
		VOLVO	\$	\$	—
	Origin		\$	\$	—
		American	\$	\$	—
		British	\$	\$	—



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
		French	\$	\$	—
		German	\$	\$	—
		Italian	\$	\$	—
		Japanese	\$	\$	—
		Korean	\$	\$	—
		Others	\$	\$	—
		Russian	\$	\$	—
		South Korea	\$	\$	—
		Swedish	\$	\$	—
		Swiss	\$	\$	—
	Vehicle type		\$	\$	—
		Compact	\$	\$	—
		Compact Suv	\$	\$	—
		Full Size	\$	\$	—
		High Luxury	\$	\$	—
		Intermediate	\$	\$	—
		Intermediate Suv	\$	\$	—
		Large Pickup	\$	\$	—
		Large Suv	\$	\$	—
		Large Van	\$	\$	—
		Luxury	\$	\$	—
		Luxury Sport	\$	\$	—
		Luxury Suv	\$	\$	—
		Medium Luxury	\$	\$	—
		Medium Heavy	\$	\$	—
		Small Pickup	\$	\$	—
		Small Van	\$	\$	—
		Sport	\$	\$	—
		Subcompact	\$	\$	—
	Fuel Type:				
		Diesel	\$	\$	—
		Electric	\$	\$	—
		Flexible Fuel	\$	\$	—
		Fuel Cell	\$	\$	—



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
		Gas	\$	\$	—
		Hybrid Elec./Gas	\$	\$	—
		Propane / Natural Gas	\$	\$	—
		Uncoded	\$	\$	—
	Year		\$	\$	—
		1981-2018	\$	\$	—
Lifestyle	Cottage Owners	Owns a cottage	🏠 \$	—	—
	Environment friendly lifestyle		🏠 \$	—	—
	Entertainment Fans	Segment with spend on the arts, sports and other entertainment	\$	✓	✓
	Gaming Fans	Segment with spend on video gaming, pinball and carnival games	\$	✓	✓
	Lawn & Garden Hobbyists	Segment with spend on lawn and garden supplies, services, equipment and tools	\$	✓	✓
	Outdoor Adventurists	Segment with spend on sports equipment, events, facilities and recreational vehicles and services	\$	✓	✓
	Renters	Segment with spend on rented living quarters	\$	✓	✓
	Restaurant Frequenters	Segment with spend on all food purchased from restaurants	\$	✓	✓
	Vacation Home Owners	Segment with spend on vacation homes or vacation home sales	\$	✓	✓
Life Stage	Families with young children	Segment with spend on child care, toys, camps, goods, and parental insurance	\$	✓	—
	Just Married	Married in last 6/12m	🏠 \$	—	—
	Getting Married	Married in next 6/12m	🏠 \$	—	—
	New Parents	Had a baby in last 12m	🏠 \$	—	—
	Expectant Parents	Expecting a baby in next 12m	🏠 \$	—	—
	Just Renovated	Home renovations in last 6/12m	🏠 \$	—	—
	Plan to Renovate	Home renovations in next 6/12m	🏠 \$	—	—
	Just Moved	Moved or purchased home in past 6/12m	🏠 \$	—	—
	Plan to Move	Moving or purchasing home in next 6/12m	🏠 \$	—	—
	Retiring Soon	Retirement in next 6/12m	🏠 \$	—	—
	Just Retired	Retirement in past 6/12m	🏠 \$	—	—
	New Graduates	College graduation in past 6/12m	🏠 \$	—	—
	Students	Currently attending university or college or graduating in next 6/12m	🏠 \$	—	—



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL	
	College-Bound	Planning on attending college or university in the next 12-24m	🏠 \$	—	—	
	Senior Citizens (65+)	Males and Females age 65+	🏠 \$	✓	—	
Movers	New Addresses		🏠 \$	—	—	
	New Occupants		🏠 \$	—	—	
		Recency	🏠 \$	—	—	
		1-month recency	🏠 \$	—	—	
		2-month recency	🏠 \$	—	—	
		3-month recency	🏠 \$	—	—	
		4-month recency	🏠 \$	—	—	
		5-month recency	🏠 \$	—	—	
		6 and 9-month recency	🏠 \$	—	—	
		12-month recency	🏠 \$	—	—	
		Just Listed		🏠 \$	—	—
		Just Sold		🏠 \$	—	—
		Recency		🏠 \$	—	—
		1-month recency		🏠 \$	—	—
		2-month recency		🏠 \$	—	—
		3-month recency		🏠 \$	—	—
		4-month recency		🏠 \$	—	—
		5-month recency		🏠 \$	—	—
		6 and 9-month recency		🏠 \$	—	—
		12-month recency		🏠 \$	—	—
		On Market Selects	Building Type	🏠 \$	—	—
			House	🏠 \$	—	—
			Apartment	🏠 \$	—	—
			Row/Townhouse	🏠 \$	—	—
			Duplex	🏠 \$	—	—
			Two Apartment House	🏠 \$	—	—
			Other	🏠 \$	—	—
			Price Range	🏠 \$	—	—
			Under 149,999	🏠 \$	—	—
			150,000 to 199,999	🏠 \$	—	—
			200,000 to 249,999	🏠 \$	—	—



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
		250,000 to 299,999	🏠 \$	—	—
		300,000 to 349,999	🏠 \$	—	—
		350,000 to 399,999	🏠 \$	—	—
		400,000 to 499,999	🏠 \$	—	—
		500,000 to 749,999	🏠 \$	—	—
		750,000 to 999,999	🏠 \$	—	—
		1,000,000 to 1,499,999	🏠 \$	—	—
		1,500,000 to 1,999,999	🏠 \$	—	—
		2,000,000 and up	🏠 \$	—	—
	Beds		🏠 \$	—	—
		0	🏠 \$	—	—
		1	🏠 \$	—	—
		2	🏠 \$	—	—
		3	🏠 \$	—	—
		4	🏠 \$	—	—
		5	🏠 \$	—	—
		6+	🏠 \$	—	—
	Baths		🏠 \$	—	—
		0	🏠 \$	—	—
		1	🏠 \$	—	—
		2	🏠 \$	—	—
		3	🏠 \$	—	—
		4	🏠 \$	—	—
		5	🏠 \$	—	—
		6+	🏠 \$	—	—
	Heating Fuel		🏠 \$	—	—
		Bi Energy	🏠 \$	—	—
		Electric	🏠 \$	—	—
		Geo Thermal	🏠 \$	—	—
		Natural Gas	🏠 \$	—	—
		Oil	🏠 \$	—	—
		Propane	🏠 \$	—	—
		Wood	🏠 \$	—	—
		Other	🏠 \$	—	—



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL	
	Floor Space		🏠 \$	—	—	
		0 - 1,000 sqft	🏠 \$	—	—	
		1,001 - 2,000 sqft	🏠 \$	—	—	
		2,001 - 3,000 sqft	🏠 \$	—	—	
		3,001 + sqft	🏠 \$	—	—	
		Built in		🏠 \$	—	—
			Before 1961	🏠 \$	—	—
			1961-1980	🏠 \$	—	—
			1981-1990	🏠 \$	—	—
			1991-2000	🏠 \$	—	—
			2001-2005	🏠 \$	—	—
			2006-2010	🏠 \$	—	—
			2011-2016	🏠 \$	—	—
			2016+	🏠 \$	—	—
		Parking Spaces		🏠 \$	—	—
			0	🏠 \$	—	—
			1	🏠 \$	—	—
			2	🏠 \$	—	—
			3	🏠 \$	—	—
			4+	🏠 \$	—	—
		Pool		🏠 \$	—	—
			Yes	🏠 \$	—	—
			No	🏠 \$	—	—
	PRIZM	1 - The A List	Very wealthy cosmopolitan families and couples	\$	✓	✓
	2 - Wealthy & Wise	Wealthy, older and mature city sophisticates	\$	✓	✓	
	3 - Asian Sophisticates	Upscale, middle aged Asian families	\$	✓	✓	
	4 - Turbo Burbs	Middle aged upscale suburbanites	\$	✓	✓	
	5 - First Class Families	Large, well off suburban families	\$	✓	✓	
	6 - Downtown Verve	Younger and middle aged upscale city dwellers	\$	✓	✓	
	7 - Mature & Secure	Older and mature upscale city dwellers	\$	✓	✓	
	8 - Multiculture ish	Upscale, multi ethnic suburban families	\$	✓	✓	
	9 - Boomer Bliss	Older and mature, upper middle income suburbanites	\$	✓	✓	



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
	10 - Asian Achievement	Successful, middle aged and older Asian families	\$	✓	✓
	11 - Modern Suburbia	Multi ethnic younger and middle aged suburbanites	\$	✓	✓
	12 - Eat, Play, Love	Younger, well educated urban singles	\$	✓	✓
	13 - Vie de Rêve	Upscale, suburban Quebec families	\$	✓	✓
	14 - Kick Back Country	Rural, middle aged upscale families and couples	\$	✓	✓
	15 - South Asian Enterprise	Urban, upper middle income South Asian Families	\$	✓	✓
	16 - Savvy Seniors	Upper middle income seniors in urban apartments	\$	✓	✓
	17 - Asian Avenues	Urban, middle income Asian families and singles	\$	✓	✓
	18 - Multicultural Corners	Diverse, upper middle income city families	\$	✓	✓
	19 - Family Mode	Suburban, upscale middle aged families	\$	✓	✓
	20 - New Asian Heights	Younger, educated Asian singles and couples	\$	✓	✓
	21 - Scenic Retirement	Older and mature middle income suburbanites	\$	✓	✓
	22 - Indieville	Younger and middle aged urban singles and couples	\$	✓	✓
	23 - Mid City Mellow	Older and mature city homeowners	\$	✓	✓
	24 - All Terrain Families	Younger and middle aged suburban families	\$	✓	✓
	25 - Suburban Sports	Upper middle income, younger and middle aged suburbanites	\$	✓	✓
	26 - Country Traditions	Rural, upper middle income couples and families	\$	✓	✓
	27 - Diversité Nouvelle	Diverse, Quebec centred city dwellers	\$	✓	✓
	28 - Latte Life	Younger, single urban renters	\$	✓	✓
	29 - C'est Tiguidou	Upper middle income Quebec suburbanites	\$	✓	✓
	30 - South Asian Society	Middle aged, middle income South Asian families	\$	✓	✓
	31 - Metro Melting Pot	Diverse, middle income city dwellers	\$	✓	✓
	32 - Diverse & Determined	Midscale, younger and middle aged city dwellers	\$	✓	✓
	33 - New Country	Middle aged, middle income rural couples and families	\$	✓	✓
	34 - Familles Typiques	Younger and middle aged, suburban Quebec families	\$	✓	✓
	35 - Vie Dynamique	Older, middle income Quebec suburbanites	\$	✓	✓
	36 - Middle Class Mosaic	Middle income urban homeowners	\$	✓	✓



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
	37 - Keep on Trucking	Upper middle income town homeowners	\$	✓	✓
	38 - Stressed in Suburbia	Middle income, younger and middle aged suburban families	\$	✓	✓
	39 - Évolution Urbaine	Middle income Quebec singles and families	\$	✓	✓
	40 - Les Énergieux	Young, urban Quebec singles	\$	✓	✓
	41 - Down to Earth	Older, middle income rural couples and families	\$	✓	✓
	42 - Banlieues Tranquilles	Middle aged and older Quebec suburbanites	\$	✓	✓
	43 - Happy Medium	Suburban, middle income couples and families	\$	✓	✓
	44 - Un Grand Cru	Older and mature Quebec singles and couples	\$	✓	✓
	45 - Slow Lane Suburbs	Older and mature suburban singles and couples	\$	✓	✓
	46 - Patrimoine Rustique	Rural, older francophone couples and singles	\$	✓	✓
	47 - Social Networkers	Young diverse singles in city apartments	\$	✓	✓
	48 - Agri Biz	Middle income farmers and blue collar workers	\$	✓	✓
	49 - Backcountry Boomers	Rural, lower middle income older couples and singles	\$	✓	✓
	50 - Country & Western	Older, middle income western homeowners	\$	✓	✓
	51 - On Their Own Again	City seniors in apartment rentals	\$	✓	✓
	52 - Friends & Roomies	Young, diverse lower middle income city dwellers	\$	✓	✓
	53 - Silver Flats	Mature suburban singles and couples	\$	✓	✓
	54 - Vie au Village	Rural, middle aged and older Quebecois	\$	✓	✓
	55 - Enclaves Multiethniques	Diverse, downscale city singles and families	\$	✓	✓
	56 - Jeunes Biculturels	Younger and middle aged Quebec urban renters	\$	✓	✓
	57 - Juggling Acts	Younger, lower middle income urban singles and families	\$	✓	✓
	58 - Old Town Roads	Older, lower middle income town couples and singles	\$	✓	✓
	59 - La Vie Simple	Lower middle income Quebec suburbanites	\$	✓	✓
	60 - Value Villagers	Lower middle income city dwellers	\$	✓	✓
	61 - Came From Away	Multi ethnic, middle aged urban renters	\$	✓	✓
	62 - Suburban Recliners	Suburban downscale singles and couples	\$	✓	✓



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
	63 - Amants de la Nature	Older, lower middle income rural couples and singles	\$	✓	✓
	64 - Midtown Movers	Urban lower middle income families and singles	\$	✓	✓
	65 - Âgés & Traditionnels	Older, low income Quebec urban singles	\$	✓	✓
	66 - Indigenous Families	Younger and middle aged First Nations, Inuit and Métis families	\$	✓	✓
	67 - Just Getting By	Younger, low income city singles and families	\$	✓	✓
PRIZM QC	1-The A List	Very wealthy cosmopolitan families and couples	\$	✓	✓
	2-Wealthy & Wise	Wealthy, older and mature city sophisticates	\$	✓	✓
	3-Downtown Verve	Middle aged and older, upscale urban families and couples	\$	✓	✓
	4-Mature & Secure	Older and mature upscale urban fringe homeowners	\$	✓	✓
	5-Familles Bien Nanties	Well off suburban families and couples	\$	✓	✓
	6-Eat, Play, Love	Younger, educated and diverse urban singles and couples	\$	✓	✓
	7-Spas & Barbecues	Upscale, middle aged families in new suburbs	\$	✓	✓
	8-Prestige Québécois	Well off, older suburban homeowners	\$	✓	✓
	9-Indieville	Younger and middle aged urban singles and families	\$	✓	✓
	10-Prospérité Internationale	Diverse, upper middle income city dwellers	\$	✓	✓
	11-Les Branchés	Younger, well educated urban singles	\$	✓	✓
	12-C'est L'fun	Large, upper middle class suburban families	\$	✓	✓
	13-Bougeotte en Banlieue	Younger and middle aged, suburban families and couples	\$	✓	✓
	14-Diversité Nouvelle	Diverse, middle aged urban fringe families	\$	✓	✓
	15-Pied Solide	Upper middle income suburban couples and families	\$	✓	✓
	16-Latte Life	Younger, diverse and single city dwellers	\$	✓	✓
	17-New Asian Heights	Younger Asian singles and couples	\$	✓	✓
	18-Ados & Activités	Suburban, middle aged, upper middle income families	\$	✓	✓
	19-Boomers Sociaux	Older suburban couples and singles	\$	✓	✓
	20-Chalets & Navetteurs	Upper middle income suburban homeowners	\$	✓	✓
	21-Frénésie Familiale	Younger suburban families with young children	\$	✓	✓



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
	22-Pas D'enfants, Pas D'soucis	Older and mature, urban fringe couples and singles	\$	✓	✓
	23-Tous Grandis	Aging, middle income families and couples in the suburbs	\$	✓	✓
	24-À la Retraite	Older and mature, middle income suburban couples	\$	✓	✓
	25-Les Pantoufflards	Middle income suburban homeowners	\$	✓	✓
	26-On y Va!	Younger, lower middle income urban singles and couples	\$	✓	✓
	27-Montréal Multinationale	Younger, diverse and educated city renters	\$	✓	✓
	28-Nids Vides en Campagne	Older and mature, empty nesting rural couples	\$	✓	✓
	29-Le Plein Air	Rural, middle aged and older couples and families	\$	✓	✓
	30-Social Networkers	Young, diverse singles in city apartments	\$	✓	✓
	31-On Their Own Again	Diverse seniors living in high rise city apartments	\$	✓	✓
	32-Vivre sa Vie	Younger, suburban midscale families and couples	\$	✓	✓
	33-Came From Away	Multi ethnic, younger and middle aged urban renters	\$	✓	✓
	34-Ville Vivante	Middle income urban homeowners and renters	\$	✓	✓
	35-Québécois de Souche	Rural, middle class couples and families	\$	✓	✓
	36-Backcountry Boomers	Rural, older and mature middle class couples	\$	✓	✓
	37-Confort Col Bleu	Middle income suburban families and couples	\$	✓	✓
	38-L'Âge D'or	Older and mature, middle income suburbanites	\$	✓	✓
	39-Ça Roule	Younger, educated urban singles and couples	\$	✓	✓
	40-Ferme à Table	Older and mature, rural couples and families	\$	✓	✓
	41-Appellez la Gardienne	Younger, upper middle income suburban families and singles	\$	✓	✓
	42-Voler en Solo	Young, educated and mobile urban singles	\$	✓	✓
	43-Enclaves Multiethniques	Diverse, downscale city singles and families	\$	✓	✓
	44-Paix & Paysage	Middle aged and older rural couples and singles	\$	✓	✓
	45-Quartier Mélange	Lower middle income, urban fringe singles and families	\$	✓	✓
	46-Douceur de Vivre	Older and mature, lower middle income suburbanites	\$	✓	✓



CATEGORIES	SUB-CATEGORIES	DETAILS	PERSONALIZED MAIL	POSTAL CODE TARGETING	NEIGHBOURHOOD MAIL
	47-Esprit Campagnard	Lower middle income, older and mature rural couples	\$	✓	✓
	48-Années d'Automne	Low income, older and mature urban singles	\$	✓	✓
	49-Camping & Caravan	Older and mature, midscale rural homeowners	\$	✓	✓
	50-Franco Méli Mélo	Older, middle income suburban singles and couples	\$	✓	✓
	51-Vivre au Présent	Younger, mobile, lower middle income suburban renters	\$	✓	✓
	52-Mosaïque Multiculturelle	Diverse, younger urban singles and families	\$	✓	✓
	53-Banlieusards Aînés	Older, low income suburban singles and couples	\$	✓	✓
	54-Jeunes & Jeunes de Cœur	Younger and older, downscale suburban singles	\$	✓	✓
	55-Convivialité Urbaine	Diverse, low income urban singles and families	\$	✓	✓
	56-Indigenous Families	Younger and middle aged Indigenous families in remote towns	\$	✓	✓
	57-Au Jour le Jour	Younger and mobile, low income urban singles	\$	✓	✓