



**AdManager.FM**  
By Next Broadcast Media



# AUDIENCE TARGETING PACKAGES

Interest Packages & Demographic Packages



## INTEREST PACKAGE

# Health and Wellness

Health and wellness enthusiasts are typically aged 25-60, with a strong female presence. They prioritize exercise, mindful nutrition, and holistic wellness practices, engaging in online communities. They are proactive, empathetic, and goal-oriented individuals.



## Demo

- Skews predominately Female
- Majority 30 - 50 years old
- Middle upper class income
- College educated
- Urban and suburban areas

## Behaviour

### Active lifestyle

- Active lifestyle
- Seeks mental well-being advice, ideas, and content
- Consumes podcasts when engaged in other activities.
- Frequently engages in social activities

### Health conscious:

- Mindful with food choices
- Interested in specialised diets: Vegetarian, vegan, keto
- Takes vitamins and supplements

## Personality

### Open minded:

- Tries new wellness trend and diets
- Seeks ideas to optimise or improve life

### Self-Motivated:

- Controls their physical and mental well-being
- Tracks fitness, nutrition and personal development
- Prefers knowledge backed by data, research, or experience.

### Inspired

- Enjoys listening to personal accounts, and true stories

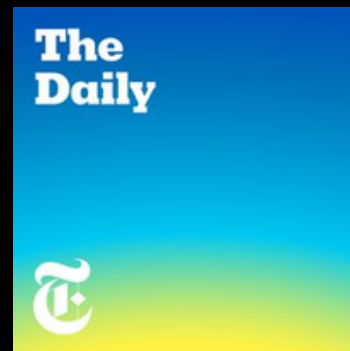
## Media

- Uses Instagram, Facebook and Pinterest
- Tunes into Podcasts related to nutrition, fitness, mental health and holistic well-being

## INTEREST PACKAGE

# Business and Tech Innovations

Business and tech enthusiasts, mainly aged 25-45, are a diverse group with specific personality traits and behavioural patterns, often reflecting their professional goals, curiosity about innovation, and commitment to growth



## Demo

- Even split Male and Female
- Majority 25 - 45 years old
- Above average income
- College educated, computer science, business, engineering
- Urban areas and tech hubs

## Behaviour

### Entrepreneurial spirit:

- Career-driven individuals focused on professional growth
- Like to stay updated on industry trends, learn about strategies for success, and gain insights that can give them a competitive edge
- Focused on networking

### Life long learner

- Committed to continuous learning
- Enjoy expanding their knowledge in business strategy, financial literacy, and tech innovation

## Personality

### Innovative and curious:

- Curious about technology
- Desired to innovate and create

### Analytical and Data-Driven:

- Uses logical thinking to find solutions
- Seeks opportunities to learn
- Prefer content that's concise and actionable, delivering clear takeaways they can apply in their professional lives

### Financially Conscious:

- Proactive about managing finances, including investments

## Media

- Active on LinkedIn, X (Twitter) and Reddit
- Tunes into Podcasts for in-depth discussions on business and technology trends

## INTEREST PACKAGE

# Food and Cooking

Food and Cooking Enthusiasts, spanning various age groups and genders, are passionate about culinary exploration. They enjoy cooking, appreciate quality ingredients, and actively engage with food content and culinary communities.



## Demo

- Males and Females
- Mixed age range
- Diverse socioeconomic and educational backgrounds
- Urban, suburban and rural areas

## Behaviour

- Appreciates high-quality and unique food experiences
- Finds food to be a gateway to storytelling
- Loves cooking and trying new recipes and ingredients - eager to broaden their culinary knowledge and skills through expert insights and creative recipes.
- Collects a variety of kitchen gadgets
- Often values practical tips and step-by-step guidance.

## Personality

### Lifelong Learner:

- Interest in food culture and are eager to broaden their culinary knowledge and skills through expert insights and creative recipes.

### Trend Setter:

- Quick to try new things. Enjoys staying up-to-date with the latest food trends, culinary gadgets, and cooking methods

### Sustainable and Health Conscious:

- Focuses on wellness and may look to food podcasts for advice on nutritious eating, alternative diets, or meal planning tips

## Media

- Uses Instagram, TikTok, Pinterest and YouTube for sharing recipes
- Tunes into Podcasts related to cooking or interviews with famous chefs

## INTEREST PACKAGE

# Female Power

Female Power Enthusiasts, aged 20-50, are passionate advocates for women's empowerment, actively supporting gender equality and women's rights. They are ambitious, prioritize self-care, and engage in mentorship and community involvement.



## Demo

- Females
- Primarily 20 - 45 years old
- Diverse socioeconomic and educational backgrounds
- Urban and suburban areas

## Behaviour

### Socially Conscious Consumer

- Values sustainability, equality, and health-conscious living. Tends to support podcasts that align with ethical views and lifestyle choices.

### The Time-Efficient Multitasker:

- Often listens while managing other tasks, such as commuting or exercising, prioritising content that is informative yet easy to consume.

## Personality

### Values Self Improvement

- They appreciate stories and conversations that feel personal and inclusive.
- Values shows with relatable hosts or guest-driven content

### Community Connector

- Enjoys podcasts that discuss trends, pop culture, and societal topics, with hosts who are opinionated and reflective of the listener's values

## Media

- Active on Instagram, TikTok and X (Twitter)
- Enjoys podcasts that discuss trends, pop culture, and societal topics, with hosts who are opinionated and reflective of the listener's values

## INTEREST PACKAGE

# Score with Sports

Sports Enthusiasts, aged 18-55, engaging in sports for both recreation and competition. With a strong sense of team loyalty and a keen interest in sports media, they value competition, teamwork, and the social aspects of sports.



## Demo

- Skews Males,
- Typically 18 - 55 years old
- Diverse socioeconomic and educational backgrounds
- Urban and suburban areas

## Behaviour

### Fan:

- Follows and supports favorite sports team
- Extremely passionate and loyal to specific teams, athletes, or sports
- Keeps up with the latest news, stats, and game analysis

### Active:

- Engages in sports
- Interested in the physical and mental aspects of sports

## Personality

### Passionate and Emotional:

- Strong emotions and enthusiasm
- Enjoys sports as a social experience, often listening for conversation starters, current trends, or community feel

### Competitive:

- Thrives on competition, whether actively playing or supporting team

## Media

- Uses X, Instagram and sports forums
- Tunes into Podcasts for in-depth analyses, interviews with athletes and discussions about game strategies
- Appreciate engaging content that offers unique perspectives and enjoy podcasts where hosts debate or analyze different angles of sports topics

## INTEREST PACKAGE

# Self-Improvement and Personal Growth

Self-improvement and Personal Growth Enthusiasts, aged 25-45, prioritize continuous development, setting ambitious goals and engaging in various learning mediums.



10% HAPPIER  
↳ with  
Dan Harris

**TED**  
TALKS  
**DAILY**

## Demo

- All genders,
- 25 - 45 years old
- Middle to upper-middle-class individuals
- Urban and suburban areas

## Behaviour

### Goal Setter:

- Sets and pursues personal and professional goals
- They value actionable advice, productivity hacks, and routines that lead to improvement.
- Focuses on building and maintaining healthy habits

### Lifelong Learner:

- Seeks content that expands their knowledge base across various topics

## Personality

### Optimist

- Drawn to uplifting content, they look for inspiration and positive affirmations to help navigate challenges

### Reflective:

- Interested in self-awareness and emotional intelligence, this listener values deep, reflective content.

### Open Minded:

- Embraces new ideas, perspectives and experiences

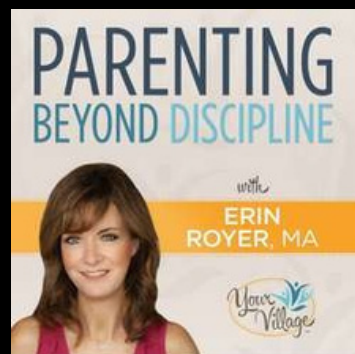
## Media

- Active on Instagram and LinkedIn
- Tunes into Podcasts that focus on personal development, success stories and motivational content

## INTEREST PACKAGE

# Parenting and Family

Parenting and Family Enthusiasts, aged 25-45, prioritize family-centric lifestyles, engage in continuous learning about child development, and actively participate in parenting communities. They have a focus on health, safety, and community involvement.



## Demo

- Usually females,
- Aged 25 - 45 years
- Middle to upper-middle-class individuals
- Urban and suburban, family- friendly environments

## Behaviour

- Prioritizes family time and activities
- Invests time and effort in understanding child's development
- Interested in content that emphasize emotional well-being, mindfulness, and communication.
- Desires connection with others through shared experiences
- Values research and information, as well as entertainment.

## Personality

### Organised and Strategic:

- Multi-tasker - juggling family schedules, activities and responsibilities.
- Listens when doing other tasks.

### Problem-Solver

- Resourceful and open to new ideas

### Supporting and Connected:

- Seeks and provides support within parenting communities and other parents.

## Media

- Active on Facebook, Instagram and Pinterest
- Tunes into Podcasts discussing parenting challenges, advice and personal experience



## INTEREST PACKAGE

# Science and Technology

Science and Technology Enthusiasts, aged 20-50, are early tech adopters with a passion for continuous learning and problem-solving. They stay informed through tech news, podcasts, and online platforms.



## Demo

- Predominantly males,
- Majority 20 - 50 years old
- College-educated, advanced degrees
- Urban and suburban areas, technology hubs

## Behaviour

### Tech Adopter

- Interested in emerging technologies and trends, they enjoy staying ahead of the curve and understanding what's coming next.

### Lifelong Learner

- Constantly seeking to expand their knowledge, this listener is curious about a range of topics.
- They enjoy podcasts that make complex topics accessible and engaging

## Personality

### Detail-oriented

- Fascinated by breakthroughs and new ideas, they're drawn to cutting-edge advancements and theories

### Curious

- Natural curiosity about the world  
Desire to understand the complexity of science and technology
- Quickly adapts to new technologies, platforms and tools

### Problem-solvers

- They appreciate discussions on the ethical, social, and environmental impacts

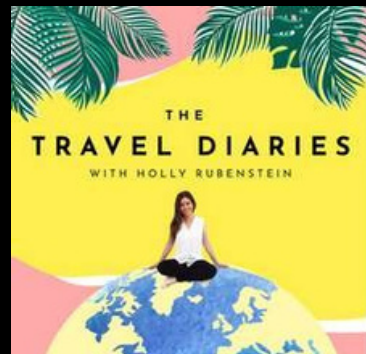
## Media

- Actively uses X and LinkedIn
- Tunes into tech-related Podcasts, covering industry trends, innovations, discussions about science and tech.

## INTEREST PACKAGE

# Travel and Adventure

Travelers and Adventurers, aged 18-45, prioritize authentic cultural experiences, outdoor activities, and sustainable travel. They have a love for spontaneity and a strong presence on social media.



## Demo

- All genders,
- 18 - 45 years old
- Diverse income levels
- Urban, suburban and rural areas, global reach

## Behaviour

- Strong desire to explore new destinations, cultures, and adventurous activities
- Captivated by vivid storytelling, scenic descriptions, and cultural insights, satisfying their thirst for travel inspiration.
- Seeking thrill and natural beauty
- Prioritise authentic cultural experience
- Passionate about immersive, hands-on experiences

## Personality

### Adventurous

- Thrives on new experiences and adventures Spontaneous on travel plans

### Open Minded

- Open to step out from comfort zone
- Interested in learning about other cultures
- Connection and story telling

### Practical Planner

- Keen on preparing for future trips, they seek out practical advice on travel planning, budgeting, safety tips, and gear recommendations

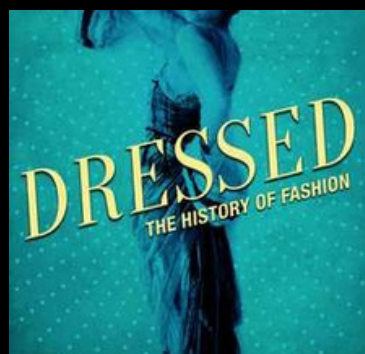
## Media

- Active on Instagram, YouTube and TikTok
- Tunes into travel, language learning, society and culture Podcasts

## INTEREST PACKAGE

# Fashion and Beauty

Fashion and Beauty Enthusiasts, aged 18-35, are trend-conscious individuals who express their creativity through clothing, makeup, and skincare. Actively engaged on social media, they prioritize individuality, sustainability, and wellness in their fashion and beauty choices.



## Demo

- Females,
- Majority 18 - 35 years old
- Middle to upper-middle-class individuals
- Urban and suburban areas

## Behaviour

- Follows trends & latest news
- Appreciates in-depth analysis and how to incorporate trends into their own looks
- Follows and engages with fashion influencers
- Passionate about experimenting and trying new things.
- Expresses herself through her style
- Enjoys online and offline shopping

## Personality

### Creative and Expressive:

- Loves experimenting and trying something new
- Has a keen eye for aesthetic
- Values individuality and uniqueness

### Trend-Savvy:

- Gets her inspiration from fashion and beauty influencers
- On top of the latest fashion and beauty trends

### Science

- Interested in the science behind skincare and cosmetic products, they value expert-led discussions on ingredients, skincare routines, and product efficacy.

## Media

- Active on Instagram, YouTube, TikTok and Pinterest
- Tunes into Podcasts by well-known fashion influencers, or into interviews with IT-girls, fashion designers and models

## INTEREST PACKAGE

# Fictional Story

Fictional Stories Enthusiasts engage passionately with diverse storytelling mediums, from reading novels and exploring fan fiction to immersing themselves in gaming narratives. They love imaginative worlds, community interaction, and have a broad genre interest.



## Demo

- All genders,
- 18 - 35 years old
- Diverse socioeconomic and educational backgrounds
- Urban, suburban and rural areas

## Behaviour

### Books and Movie Lover:

- Reads and enjoys fictional books
- Regularly watches movies and TV-shows
- Has several streaming platform subscriptions
- Consumes and writes fan-fiction
- Book Club Member
- Enjoys playing video games, as well as boardgames and role-play

## Personality

### Imaginative and Creative:

- Enjoys stories, that transport them into another universe

### Emotional:

- Forms emotional connection with fictional characters
- Pleased by the escampism of fictional stories
- Uses stories to boarden perspectives

## Media

- Actively uses TikTok and YouTube
- Tunes into fictional podcasts and podcasts about movie and book recommendations

## INTEREST PACKAGE

# Educational and Learning

Education and Learning Podcast Listeners, aged 25-45, are passionate, self-directed learners engaged in diverse educational topics through podcasts. Curious and community-oriented, they seek continuous personal and professional development.



## Demo

- All genders,
- Typically 25 - 45 years old
- Diverse income levels
- Urban and suburban areas, global reach

## Behaviour

### Self-directed Learner:

- Enjoys to explore diverse topics and subjects
- Seeks for personal and professional development
- Prefers flexible learning methods
- Acquires knowledge "on-the-go", listens to educational podcasts in the car

## Personality

### Curious:

- Seeks out new information and insights Embraces diverse perspectives and opinions

### Self-motivated:

- Motivated to acquire new skills and knowledge Owns a lot of self-initiative

## Media

- Active on X (Twitter), Reddit and YouTube
- Tunes into educational and learning-based podcasts

## INTEREST PACKAGE

# Top News

News consumers, aged 25 -55, are educated, socially engaged adults who actively seek diverse, credible news sources across multiple platforms. They value accuracy, depth, and varied perspectives.



## Demo

- Mixed gender listenership
- Average age 25 - 55 years
- Middle to upper-middle-class individuals and beyond
- Higher education
- Urban and suburban areas

## Behaviour

- News consumption is part of their daily routine
- Seeks out stories, updates, and current affairs at a local and global scale
- Interested in different cultural and political viewpoints
- Seeks diverse sources of that information.
- Often busy and values staying informed quickly, this listener gravitates toward concise, daily news summaries
- Shares news articles and opinions on social media

## Personality

### Informed Citizen

- Values accuracy and depth in content and products
- Enjoys discussing news and current events, using insights learned to fuel conversations

### Critical Thinker:

- Questions information and evaluates sources
- Forms own opinion based on facts
- Seeks information that allows deeper understanding

### Routine-Oriented:

- News consumption part of their daily routine - sometimes multiple times a day

## Media

- Active on X (Twitter), Facebook and Instagram, watches news on TV
- Tunes into News-Podcasts on their way to work

## INTEREST PACKAGE

# Comedy

Listeners of comedy podcasts often exhibit specific personality traits and behaviours, reflecting their love for humour and entertainment.



## Demo

- Balanced gender listenership
- Average age 18 - 35 years
- Broad income range

## Behaviour

### Escapism and Stress Relief

- Busy professionals, students or family members, use comedy to escape from daily stress, relax and lift their mood.

### Multitaskers

- Often tune in during other activities, they use humour as a background activity that doesn't require intense focus

### Social

- Active online and socially
- Enjoys in-jokes, fostering a sense of community

## Personality

### Curious and Open-Minded

- Can appreciate satire, dark humour, and unconventional perspectives.
- They are open-minded
- Strong sense of self-awareness, using humour to deal with personal challenges or stress.

### Consistency

- Likes consistency, especially in the release schedule of podcast episodes
- Loyal to specific hosts or comedians whose humour they relate to

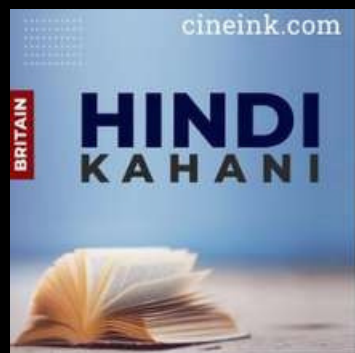
## Media

- Active on X (Twitter), Facebook, YouTube, and Instagram
- Tunes into Comedy podcasts during various times in the day

DEMOGRAPHIC PACKAGE

# Indian Beats

Indian expats are a resilient and culturally rooted community balancing careers, family, and their rich heritage. Embracing the fusion of their Indian identity with diverse cultures, they navigate community ties, and a longing for both their homeland and the opportunities abroad.



## Demo

- All genders,
- 25 - 55 years old
- Diverse income and educational levels
- Expats residing in GCC nations

## Behaviour

### Family-Oriented:

- Values family ties
- Maintains strong connection to Indian cultural roots
- Actively participates in Indian expat communities, cultural events and celebrations

### Savings-Oriented:

- Often saves money to support family back in India

## Personality

### Strong Cultural Ties:

- Proud of their heritage
- Maintains Indian traditions, values and customs

### Adaptable:

- Capable to adapting to new cultures and environments while retaining Indian identity
- Navigates challenges of expat life

## Media

- Engages with media from India and new home
- Stays connectend via Social Media
- Follows homeland news, movies, music and podcasts



**DEMOGRAPHIC PACKAGE**

# Made in the UK

British expats are ambitious professionals embracing a blend of British identity and diverse Gulf cultures. Balancing career aspirations with a longing for home, they navigate a dynamic expatriate life rich in cultural connections and a pursuit of success abroad.



## Demo

- All genders
- 25 - 60 years old
- Middle class to affluent
- Managers, Executives, Teachers, Retirees
- Expats residing in UAE

## Behaviour

### Career-Oriented:

- Engaged in high-skill profession
- Focused on career advancement and professional development

### Travel-Enthusiast:

- Likes to explore neighbouring countries
- Enjoys taking weekend-trips
- Likes to connect with other Brits

## Personality

### Ambitious and Goal-Oriented:

- Values work-life balance and personal fulfilment
- Enjoys lifestyle, wellness, or personal finance content, gaining insights into managing life overseas

### Adaptable:

- A blend of cultural loyalty and adaptability, seeking both connection to their roots and insight into their new environment

### Informed and Aware

- Seeks to stay informed about UK current events, from politics to pop culture.

## Media

- Engages with media from UK
- Stays connectend via Social Media
- Follows homeland news, pop-culture, and sports podcasts

**DEMOGRAPHIC PACKAGE**

# Made in Africa

African expats are resilient, community-driven individuals blending their African identity with the diverse cultures of the Gulf. Balancing aspirations for career success, strong community ties, and a longing for their African roots, they navigate an enriching expatriate life.



## Demo

- All genders,
- 25 - 50 years old
- Diverse income and educational levels
- Expats residing in GCC nations

## Behaviour

- Actively participates in African expat communities and events
- Values sense of unity and support
- Maintains strong family-ties
- Celebrates African identity, and achievements.
- Seeks advice on adjusting to expat life while preserving family values and social customs.

### Hardworking and Ambitious:

- Committed to career growth
- Seeks knowledge and skills

## Personality

### Aspirational:

- Driven by aspirations or personal and professional growth

### Adaptable:

- Capable to adapting to new cultures and environments while retaining African identity
- Open to diverse perspectives, often bridging multiple cultural viewpoints

### Pride

- Enjoys success stories, social issues, and inspirational figures from their home countries, providing a sense of pride and belonging while living away from home

## Media

- Engages with media from Africa
- Stays connectend via Social Media
- Follows homeland news, movies, music and podcasts

DEMOGRAPHIC PACKAGE

# French Connection

French are known for their appreciation of culture, cuisine, and intellectual pursuits. With a penchant for lively discussions, a love for art and literature, and a dedication to a balanced lifestyle, the French embody a blend of cultural pride, social connection, and intellectual curiosity.



## Demo

- All genders,
- 25 - 60 years old
- Middle-class to affluent
- Expats residing in UAE

## Behaviour

### Appreciation of Lifestyle:

- Embraces a work-life-balance
- Enjoys podcasts that explore lifestyle topics relevant to both France and the expat experience.
- Drawn to content about travel, gastronomy, personal development, and adapting to expat life

### Social:

- Community focused
- Engages in discussions about politics and global issues
- Enjoy podcasts with a conversational tone, often featuring well-known French personalities or public intellectuals

## Personality

### Proud of heritage:

- Strong attachment to French culture, history, language and traditions
- Values personal freedom, expression and independence
- Seeks connection to the French lifestyle, values, and social etiquette

### Adaptable:

- Capable to adapting to new cultures and environments while retaining French identity

## Media

- Engages with media from France
- Stays connectend via Social Media
- Follows French news, culture, affairs, and leisure podcasts

**DEMOGRAPHIC PACKAGE**

# Latino Vibes

Latinos are known for their vibrant cultural celebrations, strong family bonds, and resilience in the face of challenges.

Embracing tradition and unity, Latinos exude warmth, passion, and a zestful approach to life.



## Demo

- All genders,
- 25 - 50 years old
- Diverse income and educational levels

## Behaviour

### Celebration of Culture

- A unique blend of cultural pride, community focus, and diverse interests
- Values close-knit family bonds with multigenerational households
- Enjoys communal gatherings and socializing

### Hardworking

- Resilient and strong work-ethic
- Seeks knowledge, understanding, and skills.

## Personality

### Warm and Expressive:

- Passionate about life and relationships
- Celebrates their heritage, identity, and culture

### Adaptable:

- Enjoys bilingual and bicultural formats, reflecting their everyday experience

### Diverse Tastes

- Gravitates toward entertaining, engaging storytelling that resonates with their sense of humour and drama.
- Enjoys a mix of content genres, from lighthearted banter to serious discussions
- Seeks relatable stories or humorous takes on life experiences

## Media

- Engages with media from Latin-America
- Stays connected via Social Media

**DEMOGRAPHIC PACKAGE**

# German Wave

Germans are known for valuing quality of life, a deep respect for tradition, and a commitment to sustainability. Germans balance their disciplined work culture with an appreciation for leisure, nature, and community bonds.



## Demo

- All genders
- 25 - 60 years old
- Middle class to affluent
- Manufacturing, Tech, Finance, Managers
- Expats residing in UAE

## Behaviour

### Order and Structure:

- Appreciates structure in daily life, planning and organisation
- Values rules and regulations
- Dedicated to work
- Skills and knowledge seeker - likes data and research

### Nature Lover:

- Enjoys outdoor activities
- Likes to spend free time in nature
- Travels and seeks adventure

## Personality

### Detailed Connection

- Known for precision and methodical approach
- Seeks out familiar voices and accents
- Enjoys content that offers a sense of shared identity and cultural connection.

### Sustainable:

- Shows commitment to environmental responsibility and sustainability

### Well-Informed

- Values a blend of cultural connection, practical information, and familiarity.
- Wants to stay updated on Germany's current events, political landscape, and economic developments
- Enjoys bi-lingual and bi-cultural content

## Media

- Engages with media from Germany
- Stays connectend via Social Media

**DEMOGRAPHIC PACKAGE**

# DutchFlamish Delight

People from the Benelux-region are known for their multilingualism, open-mindedness, and appreciation for a high quality of life. They embrace diversity, value societal engagement, and pursue a balanced lifestyle.



## Demo

- All genders
- 25 - 50 years old
- Diverse income and educational levels
- Expats residing in UAE

## Behaviour

### Open-minded and Tolerant:

- Embraces diversity
- Tolerant towards different cultures and beliefs
- Benelux expats are typically multilingual enjoying content in Dutch, French, German, and English

### Appreciation of Lifestyle:

- Prioritizes a balanced lifestyle
- Values leisure, culture, and social connections.

## Personality

### Pragmatic and Tolerant:

- Pragmatic in their approach to life and generally tolerant and open-minded.
- Enjoys content that offers practical advice, drawn to conversational formats where hosts discuss relatable topics

### Embrace of Diversity:

- Appreciates diversity and multiculturalism, valuing different perspectives.

### Value for Privacy:

- Respects personal privacy

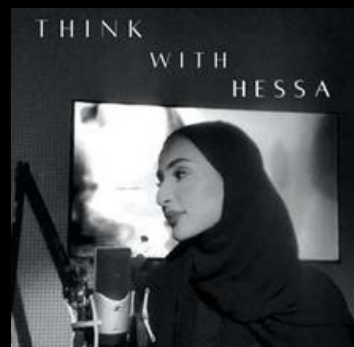
## Media

- Engages with Dutch & Flamish media
- Stays connected via Social Media
- Follows homeland news, sports, music and podcasts

**DEMOGRAPHIC PACKAGE**

# GCC Tunes

Individuals from GCC countries are known for their strong family bonds, hospitality, and a blend of traditional values with modern aspirations. Embracing their cultural identity, they exhibit a respectful and ambitious approach to life, valuing community connections and a balance between tradition and progress.



## Demo

- All genders,
- 25 - 60 years old
- Middle-class to affluent,
- Higher education
- Oil & Gas, Finance, Healthcare, Tech, Entrepreneurship

## Behaviour

### Hospitality and Community

- Known for hospitality
- Maintain strong social connections within their communities
- Strong family bonds

### Respect for Traditions:

- Holds strong cultural and traditional values
- Consumes content that celebrates and reflects their Arab identity, language, and traditions

## Personality

### Proud of Heritage:

- Proudly embraces their Arab identity and upholds traditional values
- Embraces modernity while cherishing traditions

### Generous & Future Focused:

- Known for their welcoming warmth and generosity.
- Interested in the future of the Arab world, including sustainability, innovation, and regional development

### Diverse Interests

- Story-telling, arts, culture, and history.
- Interested in exploring diverse topics, from local politics and economics to science, entrepreneurship, and social issues.

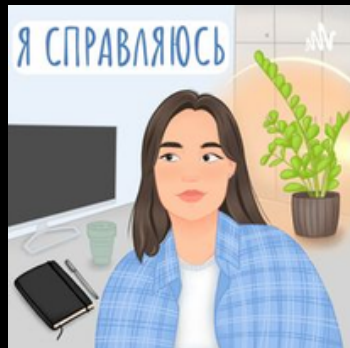
## Media

- Engages with media from Middle East
- Show interest in cultural programs, music, and podcasts highlighting their heritage and Arab identity.

DEMOGRAPHIC PACKAGE

# Russian Speaker

Russian-speaking expats seek a blend of cultural familiarity, connection to their heritage, and practical insights relevant to life abroad. Typically highly educated, economically secure, and engaged in professional and entrepreneurial roles, drawn to the UAE's diverse economic opportunities and favorable living conditions.



## Demo

- All genders,
- 25 - 40 years old
- Expats living in the UAE
- Above average incomes
- Well-educated - degree or higher
- Finance, real estate, IT and tech, marketing, retail, and luxury goods.

## Behaviour

### Community & Identity

- Enjoys content that fosters a sense of community, exploring shared experiences.
- Socially active, part of groups and events

### Career Driven

- Strong work-ethic
- Drawn to content that provides practical advice and topics for career growth, financial planning, and skills.

## Personality

### Culturally rooted

- Enjoys content that reflects the familiar tones and expressions of Russian life, from humour to storytelling, which provides a comforting sense of home.

### Globally engaged

- Proud of their culture, interested in Russia's role on the global stage.
- Takes part in intercultural discussions and experiences

## Media

- Engages with media from Russia
- Show interest in cultural programs, music, and podcasts highlighting their Russian identity and culture.



FORMAT PACKAGE

# In-Game ads

Smartphone gamers, aged 18-35, find solace and entertainment in smartphone gaming. They seamlessly integrate casual gaming into their daily routines, leveraging games not only for relaxation and enjoyment but also as a means of social connection, displaying a tech-savvy and socially connected approach to their gaming habits.



## Demo

- Male,
- 18 - 35 years old
- High school educated or currently pursuing degree
- Urban and suburban areas

## Behaviour

### Casual Gamer:

- Enjoys short gaming session during breaks
- Engages in games for fun
- Plays to connect with friends or online communities
- Gaming as a part of daily routine
- Prioritises games that provide enjoyment and escape from daily pressures

## Personality

### Tech-Savvy:

- Comfortable with technology
- Open to explore new apps and gaming trends

### Entertainment Seeker:

- Plays games to be entertained
- Playing games as stress relief
- Stays connected with friends and online community

## Media

- Active on YouTube, X, TikTok and Instagram
- Frequently explores App Store to download new games
- Engages in games linked to social media