



Category Audiences

KMA Audience	Total Individuals	Total Households	Total Email Size	Audience Description
Auto Enthusiasts	57,704,067	43,055,464	208,074,188	The SMART Auto Enthusiasts include consumers who have shown an interest in all types of cars (from sport to classic cars), trucks, motorcycles, RVs, ATV owners, snowmobiles, and virtually any vehicle you can drive on land. Beyond knowing what they drive for transportation or for play, SMART Auto Enthusiasts includes buyers of auto product related purchases from online, retail or catalogs, auto repair DIYers, car collectors, classic car memorabilia, Nascar fans, consumers who work in automotive field, magazine and catalog subscribers.
Auto - Motorcycle Enthusiasts	8,123,163	5,738,644	28,003,483	The SMART Motorcycle Audience is made up of consumers who are interested in or have purchased motorcycles or motorcycle related products, are subscribers to motorcycle related email newsletters, print publications or have self-reported their interest in motorcycles through surveys.
Continuing Education	21,868,969	15,354,382	74,834,936	The SMART Continuing Education Audience is made up of consumers who are interested in continuing their education for self-improvement or to advance their career. These consumers have indicated an interest in career advancement courses, home study programs, online education, self-improvement courses and more. They have indicated this interest through online surveys, completing information request forms or purchasing continuing education related products or services online or through direct mail.
Business - Home Office	27,781,986	20,335,765	115,064,385	The SMART Home Office audience are consumers who have indicated they have a home office by self-reporting through surveys or have purchased home office related products and services.
Business - Opportunity Seekers	6,144,854	3,908,789	23,618,645	The SMART Opportunity Seekers are consumers who are looking to for ways to generate income. They are interested in business opportunities, franchises or any other investment opportunity where they can increase their revenue. These consumers have indicated they have an interest in business opportunities through surveys, subscribe to business opportunity related magazines or have purchased business opportunities.
Business - SOHO	15,458,497	10,704,658	55,842,601	The SMART SOHO Audience is made up of consumers who have a small office or home office. These consumers have either indicated they have a small or home office on surveys, subscribes to home office or small office related magazines, newsletters or have purchased products related to home or small offices.
Arts, Crafts & Collectors	59,712,146	43,189,515	208,111,722	The SMART Arts, Crafts & Collectors enjoy making unique items for themselves and to give as gifts. From knitting, sewing and woodworking to doll and coin collections, these consumers are committed to their hobby. This audience consists of consumers who have shown an interest or have purchased collectibles or craft related products, subscribe to craft or collectable magazines, have self reported their interest in crafts and collectibles including quilting, scrapbooking, sewing, beading jewelry, woodworking, doll, coin, stamp, art and plate collecting and more...
Deals & Discounts	13,567,050	9,712,697	47,390,365	The SMART Deals & Discounts Audience are experienced, active shoppers, both on and offline, who search for the best deals on the products they want and need. They are an engaged audience, many belong to membership clubs and are actively responding to direct mail, catalogs, searching and registering for shopping related websites, completing surveys and downloading coupons on everyday items such as, groceries, household items health and beauty products, pet supplies, children's products and more.
Donors	60,106,450	43,243,273	206,578,155	The SMART Donors & Contributors target consumers actively donating to non-profit and charitable organizations. These donors contributed to various causes including Animal, Arts & Culture, Children, Environment/ Wild Life, Community Causes, Health Humanitarian/ World Relief, International Aid, Native American, Political Conservative, Political Liberal, Religious, Veterans and more...
Electronics & Technology	76,075,460	55,843,714	271,595,485	The SMART Electronics & Technology Audience are consumers who into everything electronics and technology including video games, iPods, MP3 players, laptops, PC's, TV's, audio equipment and more! These consumers indicated their interest in electronics and technology by self-reporting on surveys, subscribing to electronics and technology magazines and newsletters, and/or by purchasing their electronics and technology related products over the Internet, catalogs and at retail stores.

Electronics & Technology (Gamers)	13,022,630	9,957,913	62,015,870	The SMART Gamers Audience consists of “newbies” and “hard-core” gamers who have a love of video games. This audience is part of the gaming industry boom from console gaming, PC gaming and now mobile gaming who are spending time and money on their love of gaming. These consumers have registered on gaming sites, indicated they are gamers on surveys, subscribe to gaming publications and/or have purchased video games, gaming consoles or gaming related products either online, through catalogs or in-stores.
Fashion & Apparel (Men's)	27,514,523	21,531,959	118,588,433	The SMART Men’s Fashion & Apparel Audience is made up of consumers who are interested in or have purchased men’s fashion or apparel products and/or subscribe to men’s fashion magazines, email newsletters or have self-reported their interest in men’s fashion.
Fashion & Apparel (Women's Brand Names)	19,348,769	13,230,893	79,439,534	The SMART Women’s Fashion & Apparel Brand Name Audience is made up of consumers who are interested in or have purchased brand name or high end women’s fashion or apparel products. These fashionistas are subscribers to women’s fashion related email newsletters, print publications, have purchased women’s fashion related products and/or have self-reported their interest in women’s fashion or apparel.
Fashion & Apparel (Women's Deal Hunters)	57,382,015	45,185,895	207,179,336	The SMART Women’s Fashion Deal Hunters Audience is made up of consumers who are looking for deals and discounts related to women’s fashion products. They are interested in women’s fashion but more concerned on getting the best deals available then with purchasing brand names or high end fashion products. These consumers are subscribers to women’s fashion related email newsletters, print publications, have purchased women’s fashion related products and/or have self-reported their interest in women’s fashion.
Fashion & Apparel (Women's)	76,730,784	58,416,788	286,618,870	The SMART Women’s Fashion & Apparel Audience is made up of consumers who are interested in or have purchased women’s fashion or apparel products. These consumers are subscribers to women’s fashion related email newsletters, print publications, have purchased women’s fashion related products and/or have self-reported their interest in women’s fashion.
Food & Wine	73,564,422	54,691,831	263,557,502	The SMART Food & Wine Audience is made up of consumers who have identified that they appreciate the past time of cooking, from watching Food Network TV to entertaining guests; they create gourmet meals, healthy, low-fat, home-style, and/or authentic nature and share their taste in wines. They have shown an active interest in cooking clubs, are food and gift buyers, gluten free meals, gourmet & catering, grilling, home-style cooking, low fat meals, organic meals, vegetarian meals by subscribing to magazines, purchasing through catalogs, through the mail or in-stores...
Health Conscious (Diet & Weight Loss)	36,093,021	26,212,838	129,095,755	The SMART Diet & Weight Loss Audience identifies recent and active dieters, whether for significant weight loss or to shed a few pounds for swimsuit season. These individuals have inquired about or have purchased products or services related to weight control or weight loss. These products and services include weight meal plans, diet supplements or weight related services.
Health Conscious (Exercise Enthusiasts)	53,053,740	38,804,888	197,202,452	The SMART Exercise Audience are consumers who are into staying fit by actively exercising. These fitness freaks are looking to keep in shape by walking, running, hiking, pilates, working out in the gym or at home. These consumers are subscribers to magazines, email newsletters, have purchased health supplements, exercise equipment, belong to gyms or self-reported they exercise often.
Health Conscious (Healthy Living)	41,008,330	30,699,244	157,209,999	The SMART Healthy Living Audience identifies consumers actively living a healthy lifestyle by eating right, exercising, taking vitamins or health supplements and making positive choices to improve wellness. These consumers have demonstrated an interest by purchasing health related products or services or have indicated an interest in health through surveys.
Home & Garden	66,319,640	49,186,809	243,759,174	The SMART Home & Garden Audience consists of consumers from decorating their home’s interior to carefully landscaping their property for maximum curb appeal. These are home-proud consumers that spend their discretionary income and free time in pursuit of the ideal nest. They have shown an active interest in home decorating, home improvement, lawn care, gardening including organic vegetables, ornamental landscaping, caring for swimming pools and more by subscribing to magazines, purchasing through catalogs, through the mail or in-stores...
Home Décor	66,626,736	49,070,043	243,152,370	The SMART Home Décor Audience is made up of consumer who are actively (or have a high interest) in home décor related products or services. These consumers indicated their interest in home décor through self-reporting from surveys, during site registrations, subscribe to home décor magazines or have purchased home décor related products either online, through catalogs or in stores.

Investing	22,550,041	15,771,651	81,035,682	The SMART Investors Audience are consumers who are actively ensuring their financial future by subscribing to financial and investing related websites. These consumers are interested in obtaining trading strategies, investment advice, and other financial information along with long and short-term investment opportunities for their portfolio. These investors are interested in all types of investment opportunities like Small, Mid, Large Cap Stocks, Options, Mutual Funds, ETF's, Dividends, Forex, Bonds, Commodities, Currencies, Futures, Real-Estate Investments, Retirement Planning, Coin Investing and more. These consumers are subscribers to investing email newsletters, print publications, have online trading accounts, self-reported their investing behavior and more.
Investing (Traders)	13,240,962	9,607,900	44,131,485	The SMART Traders Audience are investors interested in short-term investment strategies. These day traders are interested in obtaining trading strategies, trading advice, stock picks and other financial information on all types of investment opportunities like Small, Mid, Large Cap Stocks, Options, Mutual Funds, ETF's, Dividends, Forex, Bonds, Commodities, Currencies, Futures and more to help them make trading decisions. These consumers are subscribers to investing email newsletters, print publications, have online trading accounts, self-reported their investing behavior and more.
Investors (High Net Worth)	9,309,079	6,163,751	36,904,197	The SMART High Net Worth Investors Audience are high net worth individuals who are active in their investment strategy. These individuals are interested in obtaining trading strategies, investment advice, and other financial information along with long and short-term investment opportunities for their portfolio. These investors are interested in all types of investment opportunities like Small, Mid, Large Cap Stocks, Options, Mutual Funds, ETF's, Dividends, Forex, Real-Estate Investments and more. These consumers are subscribers to investing email newsletters, print publications, have online trading accounts, self-reported their investing behavior and more.
Magazines & Books	80,643,460	59,520,170	273,087,056	The SMART Magazines & Books Audience are consumer who subscribe to magazines, newsletters or purchase books. They purchase these magazines, books and newsletters online, off-line and through catalogs.
Magazines & Books (Current Events)	18,724,512	12,589,760	68,576,176	The SMART News & Current Events Audience are consumers who keep up with the news on a daily basis. These consumers are subscribers to various news and world event magazines, websites and email newsletters.
Outdoors	59,316,368	44,509,560	225,458,327	The SMART Outdoors Audience are consumers who are interested in outdoor activities. These include boating, sailing, hunting, fishing, camping, RV'ing, hiking or any other outdoor activity. These consumers have demonstrated an interest by self-reporting their outdoor interest on surveys, subscribe to outdoor related magazines, purchased outdoor related products or have visited outdoor related websites.
Pet Lovers	52,916,714	39,135,146	195,650,460	Americans love their pets and will spend more than \$60 billion this year for the care, feeding and well-being of their furry, reptilian and feathered family members. These consumers own a variety of pets including dogs, cats, birds, reptiles, fish, snakes, guinea pigs, mice and more... The KMA SMART Pet Lovers audience is made up of consumers who own pets, have shown an interest in pets, purchased pet insurance or pet-related products online, through direct mail and in retail stores.
Pet Lovers - Cats	28,455,988	21,112,833	106,817,867	The SMART Cat Lovers Audience is made up of consumers who have been identified to have shown an interest specifically in cats. These consumers have purchased cats or cat related products in stores, online or through catalogs, or have self-reported their interest in cats on surveys.
Pet Lovers - Dogs	37,945,024	27,618,846	140,547,137	The SMART Dog Lovers Audience is made up of consumers who have been identified to have shown an interest specifically in cats. These consumers have purchased dogs or dog related products in stores, online or through catalogs, or have self-reported their interest in cats on surveys.
Political (Independents)	1,391,675	1,003,850	4,504,550	The SMART Political Independent Audience is made up of consumers who have indicated they are interest in politics and consider themselves as an independent. These consumers are subscribers to political email newsletters, print publications, have donated to political parties and have self-reported themselves as an independent.
Political (Left)	7,494,875	5,503,204	24,736,460	The SMART Political Left Audience is made up of consumers who have indicated they are interest in politics and consider themselves as left of center on the political spectrum ranging from blue dog Democrats to progressive liberals. These consumers are subscribers to political email newsletters, print publications, have donated to political parties and have self-reported themselves as left of center.

Political (Right)	7,538,519	5,335,190	26,607,130	The SMART Political Right Audience is made up of consumers who have indicated they are interest in politics and consider themselves right of center ranging from RINO's to conservatives. These consumers are subscribers to political email newsletters, print publications, have donated to political parties and have self-reported themselves as right of center.
Products - Children's	55,794,751	42,572,389	227,746,220	The SMART Kids Products Audience is made up of consumers who are interested in or have purchased products or services related to children. These consumers are subscribers to family related email newsletters, print publications, have purchased kid-related products or services and/or have self-reported their interest in kid-related products on surveys.
Products - Seniors	33,132,987	27,065,059	144,153,162	The SMART Seniors Products Audience is made up of consumers who are interested in or have purchased products or services related to seniors. These consumers are subscribers to family related email newsletters, print publications, have purchased kid-related products or services and/or have self-reported their interest in senior-related products. on surveys.
Smokers	6,872,284	4,962,629	22,830,138	The SMART Smokers Audience are consumers who indicated self-reported survey data or have demonstrated they are smokers by purchase tobacco or tobacco related products. They buy online, in-stores or through catalogue smoking related products including cigarettes, cigars, chewing tobacco, pipes, humidors, cigar boxes, lighters and cutters to keep up the luxurious hobby they love.
Smokers (Cigars)	2,399,156	1,760,730	7,260,325	The SMART Cigar Smokers Audience are consumers who indicated an interest in cigars through self-reported survey data or have demonstrated they enjoy smoking cigars with their online, in-store and catalogue purchases of cigars and/or cigar related products including humidors, cigar boxes, lighters and cutters to keep up the luxurious hobby they love. From fine imported cigars to local tobacco, these cigar smokers take pleasure in the cigar smoking lifestyle.
Sports (Golf Enthusiasts)	25,593,345	18,290,158	98,156,344	The SMART Golf Audience is made up of individuals passionate about golf, whether it be actively participating, taking a golf trip, subscribing to relevant publications, watching on TV as a fan, collecting memorabilia, belonging to golf clubs or attending live events. These consumers have self-reported their interest in golf on surveys, subscribe to golfing magazines and/or have purchased golf related products online, through cataglogs or in stores.
Sports Fanatics	67,438,444	50,416,004	250,475,530	The SMART Sports Fanatics Audience are individuals passionate about sports and their relationship to it, whether it be actively participating, subscribing to relevant publications, watching on TV as a fan, collecting memorabilia, belonging to sports clubs or attending live events. Sports include Basketball, Biking/Mountain Biking, Boating, Exercise, Extreme Sports, Fishing, Football, Golf, Hockey, Hunting/Shooting, Nascar, Running, Scuba Diving, Snow Skiing, Soccer, Tennis, Water Sports, Yoga/Pilates and more...These consumers have self-reported their interest through surveys, subscribe to sports related magazines or have purchased sports related products in stores, online and through catalogs.
Sweepstakes Enthusiasts	35,055,261	24,118,663	120,482,418	The SMART Sweepstakes Audience are consumers who have participated in a sweepstakes (online or through the mail). These consumers constantly enter sweepstakes to win cash, cars, homes and more... These consumers take surveys, answer questions and do what is required to enter in a variety of sweepstakes.
Travelers	49,369,429	35,498,894	170,629,088	From family vacationers to multi-national globetrotters, KMA SMART Travelers brings together a tremendous universe of avid travelers both for business and pleasure trips. The SMART Travelers audience includes consumers who have demonstrated interest in traveling through surveys, have purchased timeshares, vacation homes, domestic, international air travel, cruises, vacation packages, RV's or more.
Travelers (Deal Hunters)	35,015,733	26,013,942	112,793,007	The SMART Travel Deal Hunters are consumers who have indicated an interest in traveling but are specifically looking for travel deals and discounts. Whether it be hotel deals, car rentals, cheap flights are travel packages, these consumers are economical travelers looking for the best rates. These consumers have indicated interest in travel deals by subscribing to travel related websites, responding with travel deal interest on survesy or have purchased travel deals online and offline.
Travelers (Luxury)	14,353,696	9,484,952	57,836,081	The SMART Luxury Travelers are consumers who are looking to get away for pleasure or business. They are more concerned with enjoying their travel package, domestic and International travel, with a focus on meeting their entertainment needs and not as concerned with price. These consumers have indicated interest in luxury travel by subscribing to travel related websites, responding with luxury travel interest on survesy or have purchased luxury travel packages online and offline.