

Holistic and Healthy

The idea of wellness has grown in popularity over the last few years and our Health Pack loves to hear about the latest fitness regimes, Indybest reviews of CBD and organic products, mindfulness how-tos and relationship advice.

Who are they?*

- They trust homeopathic medicine
- They consider their diet to be very healthy
- They try to eat healthy but not at the expense of what they enjoy

Making change happen

- 32% have advised someone to use a company because it has acted responsibly
- 67% intend to choose Fair Trade and locally produced goods in the next 12 months
- 42% cutting down on meat, 56% taking action to be more energy efficient at home



Top overlapping audience[¶]



Style conscious



Home and garden



TV, gaming and home ents



News junkies



Fashionistas



Top brands



22M
Page impressions
June 2021[†]



The Health Pack

3 Million[‡]
Made up of

- Wellness
- In need of some wellness



54%
Female



45
Mean age



65%
ABC1[§]



Getting it right with the Health Pack

An audience with a holistic mindset looking for innovation and responsibility.

Top categories: health and beauty, fashion, home furnishings

Contextual placements[†]



Lifestyle



Indy Best



Wellness



Yoga



Mindfulness



Shaun Lintern



Samuel Lovett

Scale up each audience pack to increase reach, or zoom in to increase efficiency – **flexible targeting** that's driven by our machine learning software using first party

Sources:

* TGI - Telmar - Top Indexing statements against Times, Telegraph and Guardian (pre-pandemic 2019).

†. Adobe Analytics - June 2021 - UK Users only.

‡. Permutive - 30 days. April 2021. UK Users only..

§. PamCo - 2021

¶. Permutive - 30 days. July 2021. UK Users only.