

SUMMER 2024



# BACK TO SCHOOL

## Audience Description

This segment targets parents aged 30-50 with school-age children, ranging from kindergarten to high school. They are typically middle to upper-middle-class, focused on preparing their children for the new school year. They are interested in educational tools, clothing, and technology to aid their children's learning and social activities. This audience is also likely to include college students aged 18-24.

## Ad Opportunities

### Tailored ads for:

- Tailored advertisements for school supplies like notebooks, pens, backpacks, and technology like tablets and laptops
- Clothing retailers can promote age-appropriate apparel from elementary to teen wear
- Tutoring, extracurricular activities, and educational apps can be promoted

