

SUMMER 2024



# IN THE SUMMERHOUSE OR COTTAGE

## Audience Description

This segment consists of families, typically aged 35-65, who own or frequently rent a summerhouse or cottage. They enjoy quality family time at their summer homes, often indulging in outdoor activities like boating, fishing, and hiking. They value comfort, style, and durability in their purchases, making them prime targets for high-end home improvement, décor, and outdoor gear.

## Ad Opportunities

Tailored ads for:

- Targeted advertising for luxury outdoor furniture, high-end grills and outdoor cooking equipment
- Decor that enhances the rustic or waterfront appeal of a summerhouse, garden/landscaping projects
- Home improvement and maintenance, eco-friendly options

