

SUMMER 2024



# OUTDOOR CONCERTS & FESTIVALS

## Audience Description

Music lovers and cultural enthusiasts aged 18-45, often urban dwellers with disposable income.

They may follow specific genres like rock, electronic, or hip-hop, or be interested in food and wine festivals. Socially active, often influenced by trends and peer recommendations.

## Ad Opportunities

Tailored ads for:

- Promotions for event tickets, Festival Gear (eg. tents and chairs), and Lifestyle Products aligned with the culture
- Highlighting features like durability, portability, and weather resistance
- Festival/Concert websites, festival apps and blogs

