

SUMMER 2024



# SUMMER SPORTS AND ACTIVITIES

## Audience Description

Active, outdoorsy types, typically aged 18-40, who engage in activities like hiking, biking, and camping.

They value physical fitness and adventure, often seeking gear that supports their active lifestyles.

## Ad Opportunities

Tailored ads for:

- Marketing for sports equipment, athletic wear, and outdoor adventure companies
- Providers of whitewater rafting, kayaking, hiking, or camping
- Partnerships with local professional or amateur sporting events

