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Precision Listener Targeting

This guide provides a **detailed breakdown of all audience targeting options** available across Next Audio. It is designed for media planners and performance teams who need a clear view of the **segments, data signals and targeting depth** behind our campaigns. Use this version when building briefs, mapping audiences or planning advanced targeting strategies.



Audience onte t Targeting

Targeting Metric	Possible Values
Age Range	18–20, 21–24, 25–34, 35–44, 45–54, 55–64, 65+
Gender	Male, Female
Location	Country, region, state, city, postal code
Language	English, Arabic, French, Hindi, Urdu, Tagalog and other available podcast languages
Content Genre	Comedy, News, Sports, Business, Education, True Crime, Society & Culture, Health & Wellness, Arts, Kids & Family, Lifestyle, Tech, Finance, Religion, Fiction, Music, and more
Show Category	Based on primary show topic and subgenre classifications
Listening Context	News content, conversational content, entertainment content, educational content, seasonal or cultural content
Device Type	Mobile, desktop, connected car, smart speaker
Platform Environment	Podcasts, streaming audio, web radio, in-app audio

ousehold Targeting

Targeting Metric	Possible Values
Household Income Range	0–15k, 15–25k, 25–35k, 35–50k, 50–75k, 75–100k, 100–150k, 150–175k, 175–200k, 200–250k, 250k+
Marital Status	Single, Married
Presence of Children	Yes, No
Home Ownership Status	Own, Rent
Education Level	Completed high school, attended college, completed college, completed graduate school, attended vocational or technical school
Occupation	Blue collar worker, business owner, civil service, technology worker, executive or upper management, health services, homemaker, middle management, military personnel, nurse, part-time worker, professional, retired, secretary, student, teacher, white collar worker
Net Worth	0–5k, 5–10k, 10–25k, 25–50k, 50–100k, 100–250k, 250–500k, 500k–1mm, 1mm+

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Lifest le nterest Targeting

Targeting Metric	Possible Values
Adrenaline	Shoppers of outdoor and adventure sports gear including camping, hiking, biking, skiing, snowboarding and similar categories
Beauty Style	Shoppers of cosmetics, hair care, skin care, fragrance and beauty tools
Connected	Shoppers of connected home devices including smart lighting, security, thermostats and voice-controlled technology
Cord Cutters	Consumers who have shifted from traditional media to streaming platforms
Design	Shoppers of home décor, furniture, curtains, rugs, bedding, table linens and related categories
DIY Neighbors	Shoppers of power tools, flooring, plumbing supplies, building materials and hardware
Early Tech Adopters	Consumers who purchase new technology early and influence others
Fashionista	Shoppers of shoes, handbags, dresses, jewellery and fashion accessories
Fitness	Shoppers of fitness equipment, activewear, yoga gear and supplements
Gamer	Shoppers of video games, consoles, electronics and gaming accessories
Gearhead	Shoppers of automotive parts, accessories and tires
Family CEO	Shoppers of baby, kids, kitchen, home and pet categories
Outdoors	Shoppers of hunting, fishing, boating, camping and hiking gear
Pet Lovers	Shoppers of food, toys, health products and accessories for pets
Team Players	Shoppers of sports gear including baseball, football, basketball, volleyball and hockey
Tech Fans	Shoppers of computers, smartphones, tablets, TVs, speakers, cameras

inancial Targeting

Targeting Metric	Possible Values
Has Credit Card	Yes, No
Has Retail Card	Yes, No
Has Premium Credit Card	Yes, No

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nterest Targeting

Targeting Metric	Possible Values
Arts & Crafts	Purchases arts and crafts products
Books	Purchases books or has interest in reading
Business	Interest in business topics
Healthy	Interest in healthy living or healthy lifestyle products
News & Current Events	Subscribes to or purchases news-related content
Movies	Interest in movies
Music	Interest in music

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Targeting Metric	Possible Values
Automotive	Purchases automotive goods
Charitable Donor	Likely to donate to charities
Cooking	Purchases cooking magazines or has interest in cooking
High-End Brand Buyer	Has bought a premium CPG brand in the last 18 months
Magazine Buyer	Purchases magazine subscriptions
Travel:	Interest in travel

n Market Targeting

Targeting Metric	Possible Values
Home Services and Trades	In-Market – Painting (Benjamin Moore, Behr, Sherwin Williams) In-Market – Plumbing Services In-Market – Roofing Contractors or Services In-Market – Specialist Contractors and Tradesmen In-Market – Electrician Services In-Market – Heating, Ventilation and AC Services
Automotive	In-Market – Taxi, Car-share, Car Rentals In-Market – Automotive Repair In-Market – Automotive Parts and Services

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n Market Targeting

Targeting Metric	Possible Values
Technology and Electronics	In-Market – Personal Tech and Consumer Electronics In-Market – Video Games In-Market – Watches
Insurance, Finance and Legal	In-Market – Car Insurance In-Market – Doctor Services In-Market – Insurance Services In-Market – Financial Planning and Wealth Management In-Market – Student Loans In-Market – Home Security
Travel	In-Market – International Travel In-Market – Air Travel In-Market – Holiday and Leisure Travel
Consumer Services and Daily Life	In-Market – Flowers In-Market – Food Delivery Services In-Market – Health Insurance and Medicare In-Market – Kitchen Appliances In-Market – Laundry Appliances In-Market – Mattress In-Market – Furniture Shoppers

Effective Audio Targeting

Effective audio targeting balances **precision with scale**. Use broader audience and context targeting when you need reach, and layer in household or lifestyle signals to increase **relevance without narrowing too far**. Reserve in-market targeting for performance campaigns where intent and action matter most.

