

## AUDIENCE DIRECT: VERTICAL ALIGNMENT

# NEWS

Maximize your media impact by connecting directly with news viewers, through targeted audience curation across premium omnichannel inventory.



Leverage Cadent’s curated insurance Audience Direct package finding the highest concentration of audiences across 125M+ households with proprietary viewership insights to drive optimal business outcomes.

Ensure your ad spend reaches the most valuable segments by securing delivery to news enthusiasts seeking breaking stories, in-depth analysis, and timely updates across premium publishers seamlessly integrated with Aperture Platform. Powered by the Aperture Viewer Graph, this Audience Direct package ensures efficient campaign scaling, precise targeting, and impactful delivery across relevant content.

### AUDIENCE DATA

Behavioral Data	Purchase Data	Demo/Geographic Data	Example Partners
<ul style="list-style-type: none"> <li>Likely to view headline news</li> <li>Households interested in major news publications</li> <li>Considers newspapers as a news source</li> <li>Viewers of CNN, MSNBC, etc.</li> </ul>	<ul style="list-style-type: none"> <li>The New York Times subscribers</li> <li>People who have made one or more non-cash transaction for a news or magazine subscription</li> </ul>	<ul style="list-style-type: none"> <li>Households with A25+ or A65+</li> <li>Target audiences in specific geo-locations near local news stations and more</li> </ul>	

CONTENT CATEGORIES	International News	Financial News	Government	Logistics
	Local News	Business	Biotech/Biomedical	Politics
	National News	Investing	Business Software	Legal Issues

### FLEXIBLE ACTIVATION

Linear TV	CTV	Display	OLV	Direct IO	Programmatic	Private Marketplace
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### BENEFITS OF AUDIENCE DIRECT

- Optimized Costs:** Reduce planning-to-activation steps to boost SPO and optimize spend with bundled data and inventory
- Proprietary Tech:** Leverage Aperture Viewer Graph to target high-intent audiences and real-time viewing for supply curation
- Quality:** Reach verified audiences and filter fraud with Aperture Viewer Graph across omnichannel supply
- Enhanced Reach:** Layer additional custom data onto your news package to extend reach and deduplicated delivery
- Control:** Target audiences and environments without compromising scale with a single campaign package or deal ID

[Click here](#) to view a complete library of our Audience Direct Packages.