

Buyer's Guide

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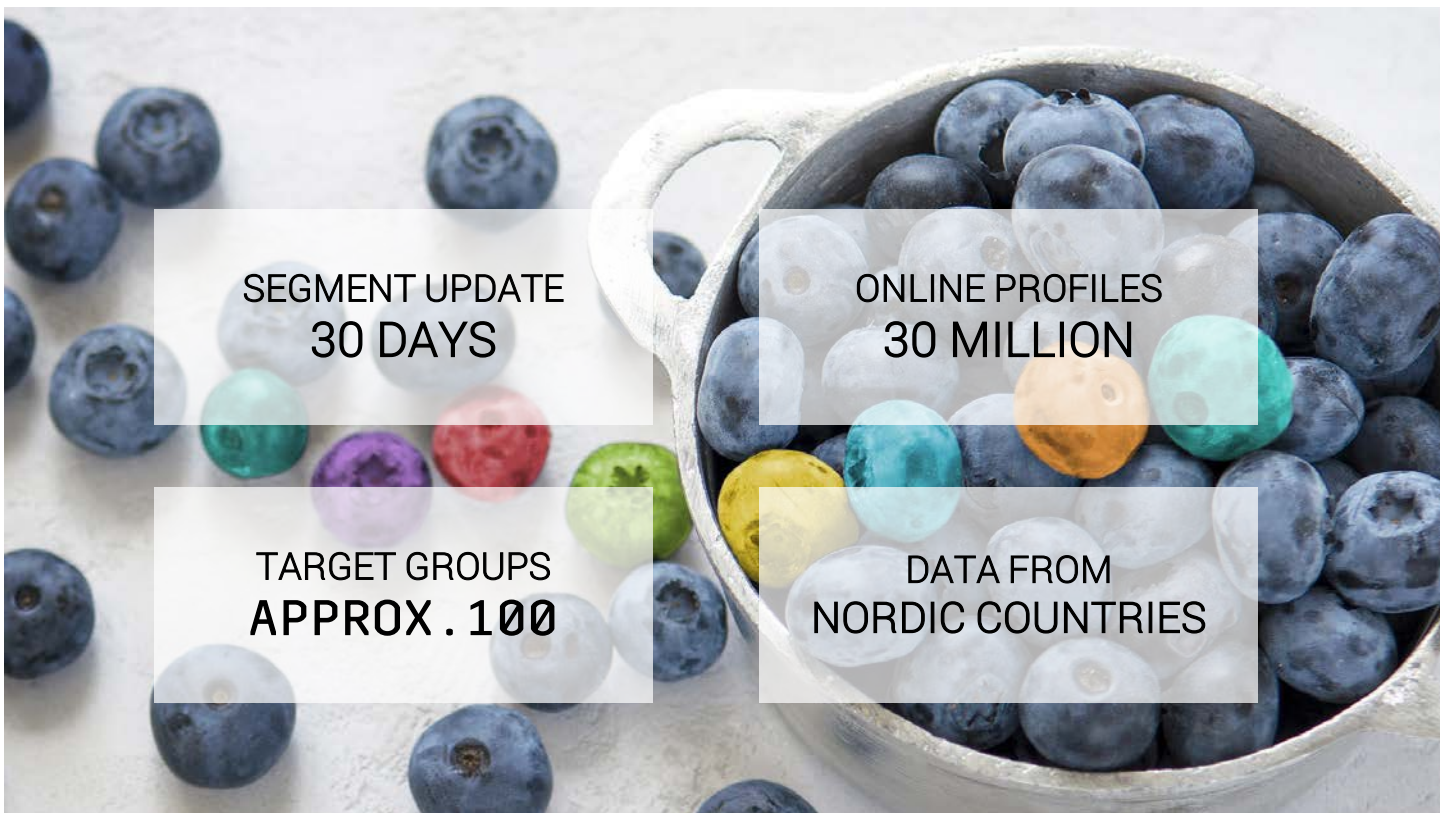
Nordic data target groups

Data Refinery's unique Nordic data has been collected from three countries; Finland, Sweden and Denmark. Data is from Aller Media Finland, Aller Media Sweden and Aller Media Denmark - websites. There are approximately 60 sites in total.

We have created these target groups considering the international and especially Nordic angle. There are 83 target groups; 15 main categories and 68 more specific sub categories. If the list is missing needed target group we are more than happy to customize it for our customers.

There are about 30 million profiles in total.

Ask for more info: info@datarefinery.global



Target groups are sold in Adform and Google Bid Manager.

Arts & Entertainment	CPM
1. Arts & Entertainment	1,40 €
2. Scandinavian Art Museums	2,20 €
3. Concerts & Music festivals	2,20 €
4. Nordic Film & TV	2,20 €
5. Nordic Literature	2,20 €
6. Royal Families	2,20 €
Automobiles	CPM
1. Automobiles	1,40 €
2. Family cars	2,20 €
3. Small cars	2,20 €
Beauty	CPM
1. Beauty treatment	1,40 €
2. Cosmetics	2,20 €
3. Scandinavian hair	2,20 €
Career & Education	CPM
1. Career & education	1,40 €
2. Job search	2,20 €
3. Education in Nordics	2,20 €
Economy & Business	CPM
1. Economy & Business	1,40 €
2. Nordic Advertising & Marketing	2,20 €
3. Entrepreneurship	2,20 €
4. Human resources	2,20 €
Family	CPM
1. Family	1,40 €
2. Parenting	2,20 €
3. Pregnancy & Babies	2,20 €
4. Small Children	2,20 €
5. Teenager	2,20 €
6. Aging parents	2,20 €
7. Pets	2,20 €
Fashion	CPM
1. Fashion	1,40 €
2. Women's Fashion	2,20 €
3. Men's Fashion	2,20 €
4. Youth fashion	2,20 €
5. Fashion and design	2,20 €
	CPM
1. Food & Drink	1,40 €
2. Scandinavian cuisine	2,20 €
3. Vegetarianism & veganism	2,20 €
4. Barbeque	2,20 €
5. Baking	2,20 €
6. Coffee & Tea	2,20 €
7. Home cooking	2,20 €
8. Fine dining	2,20 €
9. Scandinavian Holidays & celebration	2,20 €
Health	CPM
1. Health	1,40 €
2. Personal welfare	2,20 €
3. Weight loss and Weight watching	2,20 €
4. Aging	2,20 €
5. Eyesight	2,20 €
6. Dental care	2,20 €
7. Yoga & meditation	2,20 €

Hobbies	CPM
1. Hobbies	1,40 €
2. Music	2,20 €
3. Fitness	2,20 €
4. Cycling	2,20 €
5. Hiking & Camping	2,20 €
6. Nordic walking	2,20 €
7. Running & Jogging	2,20 €
Home & House	CPM
1. Home & House	1,40 €
2. Interior design	2,20 €
3. Scandinavian Interior design	2,20 €
4. Gardening	2,20 €
5. Moving	2,20 €
Personal Finance	CPM
1. Personal Finance	1,40 €
2. Housing sales & markets	2,20 €
3. Investment	2,20 €
4. Insurance	2,20 €
Relationships	CPM
1. Relationships	1,40 €
2. Dating	2,20 €
3. Wedding planning	2,20 €
4. Love & Romance	2,20 €
5. Sex	2,20 €
Sports	CPM
1. Sport	1,40 €
2. Ice Hockey	2,20 €
3. Football	2,20 €
4. Basketball	2,20 €
5. Tennis	2,20 €
6. Golf	2,20 €
7. Formula 1	2,20 €
8. Body Building	2,20 €
9. Skiing & Snowboarding	2,20 €
Traveling	CPM
1. Travel	1,40 €
2. Beach holiday	2,20 €
3. Cruises	2,20 €
4. Spas	2,20 €
5. Theme Parks	2,20 €
6. Traveling with kids	2,20 €

