They've got the green to help your brand make ends meet. If your brand is into pampering and going the extra mile, these folks will probably respond. Remember they don’t necessarily buy products, they purchase experiences.

**POWER SPENDERS**

*Unique Browsers: 355K*
*Page Views: 42.5MM*

They say that money is power but some could argue that whoever can decide how to spend that money is the one that’s truly powerful. Having the opportunity to talk directly to this decision maker is the shortest and most effective way to get a conversion. Make it count.

**HOUSEHOLD CEO**

*Unique Browsers: 222K*
*Page Views: 12.5MM*

Every taste is an experience. They don’t eat out of necessity, they do it to delight their taste buds. They have high standards when it comes to ingredients, presentation, location and service. So if you’re going to invite them over, be ready to deliver.

**FOODIES**

*Unique Browsers: 453K*
*Page Views: 46.6MM*

From heads to toes, from wallets to accessories, these enthusiasts live to trend. Every detail is obsessively chosen to highlight their distinguishing features and make themselves impossible to ignore. Be consistent and true to the fashion lifestyle when you reach out to them.

**FASHIONISTAS**

*Unique Browsers: 175K*
*Page Views: 21.7MM*

Techies are vastly informed people but their thirst for more knowledge about the next big thing is insatiable. Play off that insight and use quality information to drive interest about your brand. Please show them your expertise but in an approachable way.

**TECH LOVERS**

*Unique Browsers: 864K*
*Page Views: 56.3MM*

For them, health and beauty are interchangeable. One can’t exist without the other. If you help them take care of themselves with great content and products, you’ve got their attention and probably their business too.

**THE WELLNESS CROWD**

*Unique Browsers: 248K*
*Page Views: 36.6MM*

Life will never be the same for this bunch. They are exhausted and sleep deprived and in need of help like never before. Be attentive to their needs in this hectic stage of life and provide them with the information and products they require to be the best parents they can be.

**NEW PARENTS**

*Unique Browsers: 155K*
*Page Views: 21.9MM*

They’re coming into their own with resources and freedom previous generations could only wish for. Ambition is a key driver and brands should learn how to leverage it. Don’t be pushy though, they prefer to be wooed rather than be harassed.

**YUPPIES**

*Unique Browsers: 101K*
*Page Views: 2.1MM*