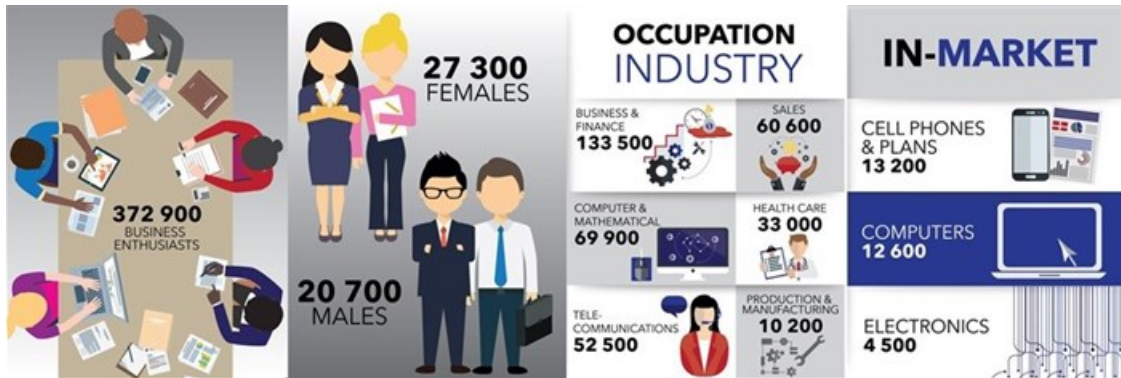


Reach 372,900 business-minded people through targeted impressions

Issued by [Spark Media](#)

14 Sep 2017

Amongst many other target groups, Spark Media's ignition Target has got the 'business-minded' market covered. The company's programmatic and direct audience solution through the utilisation of their data management platform (DMP), has the capability to collect and deliver relevant, customised interest-based audiences.



"An interest-based audience is a group of consumers who are sorted into specific interest categories according to their browsing behaviour across a network of digital publications," explains Spark Media's Digital Manager, Ashleigh Footit. "Since its inception in 2016, our DMP has collected audiences in excess of 5.2 million people contributing to various interest categories making ignition Target a valuable channel for large effective reach."

One particular *interest-based audience* often included as an advertising target market are 'business-minded people'. With ignition Target, clients can reach 372,900 business enthusiasts across Spark Media's digital network through 1,000,000 impressions a month

This audience can be further segmented into 27,300 females and 20,700 males or even by industry occupation. For example; 133,500 people in the business and finance field, 69,900 people specialising in computer/mathematical and many more.

"Are you interested in this audience or are there other interest categories that you would like to reach?" concludes Footit. "This segment and many others are available to clients through either our programmatic or direct sales offering."

Contact Spark Media on ignition@sparkmedia.co.za or chat to your Spark Media sales contact for a custom package on 010 492 8385.

Spark Media DNA

Established in 2015, Spark Media, a division of CTP Ltd, are experts in retail and location based marketing solutions. The company owns and represents a myriad of print and digital products that deliver locally relevant, effective audiences for advertising clients. Spark Media are Strategic Partners in Audience Research and Knowledge and offer 'Insights that Ignite'.

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Spark Media, a division of Caxton & CTP Publishers and Printers Ltd, is South Africa's largest print and digital media solutions sales company. It represents Caxton's 115 local newspapers and 58 local websites, providing location-targeted content for brands and ad agencies at scale in 120 economically-active communities. It also produces ROOTS, SA's leading urban, community-level quantitative survey that provides unequalled demographic and behavioural information on local consumers.

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