

The background of the entire page is a warm, orange-toned abstract design with flowing, ribbon-like patterns. Scattered throughout are numerous autumn leaves in shades of yellow, orange, and red. In the bottom left corner, a large, realistic-looking orange pumpkin is partially visible.

Feed your client's bottom line this Thanksgiving with **TARGETED MEDIA BUYS.**

America's appetite for holiday shopping
has never been bigger. Make sure to
get a piece of the pie.

Beginning with buying food for the whole family and ending with shopping for everyone on their holiday gift list — Thanksgiving continues to be one of the most robust retail events of the year. Take advantage of the billions of dollars that will be spent this year with a targeted media buy from Acxiom.

Get a jump start on the shopping season by targeting for holiday travel, food, and other products consumed over the big holiday weekend. Acxiom can help you reach the right audiences before they make a purchasing decision.

acxiom[®]

Choose from these lucrative audiences this Thanksgiving:

HOME ENTERTAINERS — Food, family and friends are central to any Thanksgiving celebration. Want to know who's likely to host the family this year so you can get your message to them before they buy their holiday essentials? We can help connect to this lucrative audience, with just a few simple clicks.

COOKING ENTHUSIASTS — Thanksgiving is the one holiday a year where gourmets get to strut their stuff for the whole family. From cookware to the latest gadgets for the kitchen, this niche could pay off big with the right media buy.

HOLIDAY TRAVELERS — Thanksgiving and the surrounding days represent one of the busiest travel times of the year. Reach out to travelers before they buy their airfare, book rooms or buy any travel related items with this data segment.

HOLIDAY SHOPPERS — Want to get out in front of Black Friday value hunters or purchasers of big ticket items? We can help ensure that your sales message gets where it needs to go to make the register ring.

FOOD AND GROCERY BUYERS — Thanksgiving is the one American holiday where eating is first and foremost. But before they can cook up this year's feast, they need to stock up on all of the essentials. Does your client sell or deliver food by phone, mail or internet? If so, we can ensure the best chance of reaching customers before they fill their shopping carts.

GIFTS AND GIFT BASKETS — One of the most can't miss holiday gifts are baskets filled with goodies and delivered to friends and loved ones. Selling gift baskets online, over the phone or through the mail? We can help tap into this lucrative market that peaks during the holiday season. Execute a buy today to maximize exposure to eager gift givers.

MOVIEGOERS — After a big day of Turkey, football and shopping, many Americans head to unwind and be entertained at the movies. Remind interested moviegoers about holiday premiers, showtimes and more. We have the data to help do just that.

TABLET/MOBILE MEDIA SHOPPER — Acxiom's data insights can also tell you what type of mobile device your target is utilizing for their holiday shopping. Want to know who is most likely to browse and compare gifts via their tablet? We can provide them.

For more information about how these and other targeted audiences can pay off big this Thanksgiving, email us at dataguru@acxiom.com.

