

	Facebook Target Audience	Breadcrumb	Description	Gender	Location	Ages
1)	Upcoming Birthday	Demographics > Life Events > Birthday > Upcoming birthday	People who are going to have their birthday within one week	Men & Women	10-Mile Radius	40-65+
2)	Turning 50 with Birthday in Specific Month	Demographics > Life Events > Birthday > Birthday Month > Birthday in March	People who have a birthday in March	Men	USA	49-49
3)	Recently Engaged Women within last 3 months	Demographics > Life Events > Newly engaged (3 months)	People who have been engaged for less than 3 months	Women	USA	23-65+
4)	Engaged Women	Demographics > Relationship > Relationship Status > Engaged	People who listed their relationship status as Engaged in their Facebook profile.	Women	20-Mile Radius	25-65+
5)	College Grad	Demographics > Education > Education Level > College grad	People who indicated their highest education level as College grad	Men & Women	USA	40-65+
6)	Alumni from Specific School	Demographics > Education > Schools > UCLA	People who listed their school as UCLA in their Facebook profile.	Men & Women	USA	35-55
7)	Rich Men in their 50s	Demographics > Financial > Income > Household income: top 5% of ZIP codes (US)	People who live in the top 5% of US ZIP codes by average household income based on publicly available information	Men	Los Angeles	50-59
8)	Upper Middle Class	Demographics > Financial > Income > Household income: top 25%-50% of ZIP codes (US) <u>AND</u> Demographics > Financial > Income > Household income: top 10%-25% of ZIP codes (US)	People who live in the top 10%-50% of US ZIP codes by average household income based on publicly available information.	Men & Women	San Diego, CA	35-45
9)	Anniversary within 30-Days	Demographics > Life Events > Anniversary > Anniversary within 30 days	People with a relationship anniversary (marriage, domestic partnership, etc.) occurring within the next 30 days	Women	30-mile radius	65+
10)	Anniversary 30-60 days out	Demographics > Life Events > Anniversary > Anniversary within 31-60 Days	People with a relationship anniversary (marriage, domestic partnership, etc.) occurring within the next 31- 60 days	Women	USA	50-65+
11)	Close friends of men with upcoming birthday	Demographics > Life Events > Friends of > Close Friends of Men with a Birthday in 0-7 days	Close Friends of Men with a Birthday in 0-7 days	Men	USA	30-45
12)	Friends of People Who Recently Moved in the past 30 days	Demographics > Life Events > Friends of > Friends of Recently Moved	Friends of people who have bought a house or moved in the past 30 days	Men & Women	California	30-45
13)	Friends of newly engaged people	Life Events > Friends of > Friends of newly engaged people	Friends of people who have gotten engaged in the past 30 days	Men	15 Miles radius	23-30
14)	Friends of newlyweds	Demographics > Life Events > Friends of > Friends of newlyweds	Friends of people who have gotten married in the past 30 days	Women	USA	25-40

15)	Long-distance relationship	Demographics > Life Events > Long-distance relationship	Friends of people who have gotten engaged in the past 30 days	Men & Women	USA	25-40
16)	New Job	Demographics > Life Events > New job	People who have updated their profile with a new job position in the last 6 months	Men & Women	USA	25-45
17)	New relationship	Demographics > Life Events > New relationship	People who have updated their profile with a new relationship in the last 6 months	Men & Women	USA	21-40
18)	Newly engaged	Demographics > Life Events > Newly engaged	People who are newly engaged	Women	30-Mile radius	20-30
19)	Newlywed	Demographics > Life Events > Newlywed	Newly married people (1 year, 3 months or 6 months)	Women	30-Mile radius	25-35
20)	Recently moved	Demographics > Life Events > Recently moved	People who have updated their profile with a new current city in the last 6 months	Men & Women	10 Mile radius	30-50
21)	New Parents (0-12 months)	Demographics > Parents > All Parents > New Parents (0-12 months)..	People who are likely to be parents with children 0-12 months	Men & Women	10 Mile radius	25-35
22)	Parents with adult children (18-26 years)	Demographics > Parents > All Parents > Parents with adult children (18-26 years)	People who are likely to be parents with adult children	Men & Women	15 Mile radius	55-65
23)	Parents with early school-age children (06-08 years)	Demographics > Parents > All Parents > Parents with early school-age children (06-08 years)	People who are likely to be parents with early school-age children	Men & Women	30 Mile radius	25-40
24)	Parents with preschoolers (03-05 years)	Demographics > Parents > All Parents > Parents with preschoolers (03-05 years)	People who are likely to be parents with preschoolers	Women	15 Mile radius	20-35
26)	Parents with preteens (09-12 years)	Demographics > Parents > All Parents > Parents with preteens (09-12 years)	People who are likely to be parents with preteens	Women	USA	30-45
27)	Parents with teenagers (13-17 years)	Demographics > Parents > All Parents > Parents with teenagers (13-17 years)	People who are likely to be parents with teenagers	Men & Women	California	37-50
28)	Parents with toddlers (01-02 years)	Demographics > Parents > All Parents > Parents with toddlers (01-02 years)	People who are likely to be parents with toddlers	Women	20 Mile radius	25-35
29)	Civil Union	Demographics > Relationship > Relationship Status > Civil Union	People who listed their relationship status as Civil Union in their Facebook profile	Men & Women	Los Angeles	30-45
30)	Complicated	Demographics > Relationship > Relationship Status > Complicated	People who listed their relationship status as Complicated in their Facebook profile.	Women	Los Angeles	18-25
31)	Divorced	Demographics > Relationship > Relationship Status > Divorced	People who listed their relationship status as Divorced in their Facebook profile.	Men & Women	New York	35-45

32)	Domestic partnership	Demographics > Relationship > Relationship Status > Domestic Partnership	People who listed their relationship status as Domestic Partnership in their Facebook profile.	Women	Florida	25-40
33)	Engaged	Demographics > Relationship > Relationship Status > Engaged	People who listed their relationship status as Engaged in their Facebook profile	Men	Houston, Texas	22-35
34)	In a relationship	Demographics > Relationship > Relationship Status > In a relationship	People who listed their relationship status as In a relationship in their Facebook profile.	Men	5 Miles radius	18-25
35)	Married	Demographics > Relationship > Relationship Status > Married	People who listed their relationship status as Married in their Facebook profile.	Women	10 Miles radius	25-35
36)	Open relationship	Demographics > Relationship > Relationship Status > Open Relationship	People who listed their relationship status as Open Relationship in their Facebook profile.	Men & Women	15 miles radius	20-40
37)	Separated	Demographics > Relationship > Relationship Status > Separated	People who listed their relationship status as Separated in their Facebook profile.	Women	Buffalo, New York	35-40
38)	Single	Demographics > Relationship > Relationship Status > Single	People who listed their relationship status as Single in their Facebook profile.	Men	20 Miles radius	20-35
39)	Unspecified	Demographics > Relationship > Relationship Status > Unspecified	People who listed their relationship status as Unspecified in their Facebook profile.	Men & Women	3 Miles radius	30-35
40)	Widowed	Demographics > Relationship > Relationship Status > Widowed	People who listed their relationship status as Widowed in their Facebook profile	Women	20 Miles radius	40-55
41)	Architecture and Engineering	Demographics > Work > Industries > Architecture and Engineering	People with roles in architecture and engineering. eg software engineer	Men & Women	Tampa, Florida	35-40
42)	Arts, Entertainment, Sports & Media	Demographics > Work > Industries > Arts, Entertainment, Sports and Media	People with roles in arts, entertainment, sports and media. eg photographer, artist, actor, actress, singer, etc.	Men & Women	California	35-45
43)	Business and Finance	Demographics > Work > Industries > Business and Finance	People with roles in business and finance. eg accountant, auditor, financial advisor, dealer, agent, etc.	Women	Washington DC	35-45
44)	Cleaning and Maintenance Services	Demographics > Work > Industries > Cleaning and Maintenance Services	People with roles in cleaning and maintenance. eg janitor, housekeeper, gardener, handyman, etc.	Men & Women	Chula Vista California	40-50
45)	Community and Social Services	Demographics > Work > Industries > Community and Social Services	People with roles in community and social services. eg minister, social worker, counselor, politician, etc.	Men & Women	Texas	35-45

46)	Construction and Extraction	Demographics > Work > Industries > Construction and Extraction	People with roles in construction and extraction. eg service technician, electrician, brick layer, mechanic, etc.	Men	Nebraska	45-55
47)	Education and Libraries	Demographics > Work > Industries > Education and Libraries	People with roles in education or libraries. eg educator, teacher, professor, lecturer, librarian, principal, etc.	Men & Women	USA	30-50
48)	Food and Restaurants	Demographics > Work > Industries > Food and Restaurants	People with roles in food and restaurants. eg cashier, server, waiter, waitress, chef, barista, line cook, etc.	Men & Women	5 Miles radius	18-30
49)	Government Employees (Global)	Demographics > Work > Industries > Government Employees (Global)	People with roles in the government	Men & Women	Global	35-50
50)	Healthcare and Medical Services	Demographics > Work > Industries > Healthcare and Medical Services	People with roles in healthcare and medical services. eg physician, dentist, cardiologist, etc.	Men & Women	California	30-40