

## **Lite - Done For you Niche Targeting**

As part of the done for you deal, we have even provided you with the targeting for the 5 niches. All you need to do is add them to your ads manager when creating the ad.

NOTE: You can of course add to these targets. Feel free to also remove one or two as well if you want.

Pay attention to the targets in lower case. Do not target the upper case if we provide the lower case as that will mean you are targeting less targeted people.

Ok..Let's go!

**Niche: Scuba Diving**

**Ages: 18-54**

**Gender: Male & Female**

**Locations: UK, USA, Australia**

**Interests:**

- **divemaster internships indonesia**
- **divers direct**
- **leisure pro**
- **Professional Association of Diving Instructors**
- **rainbow reef dive center**
- **Scuba Diving International**
- **scuba diving magazine**

- snorkeling
- sport diver
- sport diver magazine



**Niche: Fishing**

**Ages: 25-54**

**Gender: Male**

**Locations: USA**

**Interests:**

- bass pro shop
- cabelas
- Field & Stream
- fly fishing shop
- Fly fishing tackle



**Niche: Archery**

**Ages: 21-50**

**Gender: Male**

**Locations: USA, Canada, Australia**

**Interests:**

- archery
- archeryauction
- big game logic

- bowhunting
- deer deer hunting
- lancaster archery supply
- usa archery



**Niche: Paintball**

**Ages: 21-34**

**Gender: Male**

**Locations: USA, Canada, Germany**

**Interests:**

- dye paintball
- empire paintball
- paintball
- tippmann sports



**Niche: Ice Hockey**

**Ages: 21-48**

**Gender: Male**

**Locations: Canada**

**Interests:**

- bauer hockey inc
- Bobby Orr

- **boston bruins**
- **ea sports nhl**
- **nhl**
- **nhl stanley cup playoffs**
- **toronto maple leafs**
- **vancouver canucks**

