

Reach Your Target Audience With Demos+

Built with **Signal Hill Insights**, **Demos+** is the first solution to fuse census data with survey-based research, setting a new, privacy-friendly standard for audience insights.

Discover **Demos+** data now live on TritonRankers.com to find shows that match your audience.

Explore top-ranking shows by demographic audience in our [podcast ranker](#), where the **top 50 programs across 40+ demographic, lifestyle, and purchase intent attributes are listed.**

These programs have the highest audience concentration within these attributes, allowing the lists to identify shows that best reach your desired target audience. **Category profiles** are also available for reach based targeting opportunities.

Reach out to our programmatic team to learn about accessing this audience in Triton's Audio Marketplace.

Reach Audiences Who Are:

Males 35-54 auto intenders



High income luxury boutique shoppers



Moms looking for home/auto insurance



Small business owners



Adults 18-34 home improvement intenders



Quick-serve restaurant diners



Combine with **Sounder.AI insights** to add a layer of content targeting to the **Demos+** audiences.