

Triton Digital's Programmatic Marketplace Contextual Targeting List

Contextual targeting refers to steering the **station or podcast based on the format**. With this type of targeting, you can reach anyone listening to that specific genre.

Below, you will find a list of [Triton Digital's](#) stations and podcast interests, which you can use to refine our contextual target audio ads.

Interests List	Segment	Station/Show Format (A to Z by Interest)
Beauty, Shopping & Fashion	Beauty & Wellness	Beauty
	Fashion	Design
	Fashion	Style & Fashion
Business and Industry	Advertising and Marketing	Marketing and Advertising
	Business New Listeners	Business News Radio
	Business and Finance Listeners	Business Accounting & Finance
	Business and Finance Listeners	Business and Finance
	Business and Management	Executive Leadership & Management
	Business News Listeners	Business
	Business News Listeners	Government Business
	Business News Listeners	Non-Profit Organizations
	Business News Listeners	Small and Medium-sized Business
	Personal Finance	Auto Insurance
Education and Employment	Education	College Radio
	Education	Education
	Education	Educational Content
	Education	Educational Radio
	Education	Homework and Study
	Education	Language Learning
	Employment	Careers
	Employment	Human Resources
Entertainment	Alternative Music Lovers	Adult Album Alternative
	Alternative Music Lovers	Alternative Music
	Alternative Rock Music Fans	Alternative Rock
	Animation TV Lovers	Animation TV
	Blues Music Lovers	Blues
	Books Lovers	Books and Literature
	Books Lovers	Poetry
	Children Book Lovers	Children's Literature

Entertainment	Children Music Lovers	Children's Music
	Classical Music Lovers	Classical Music
	Classical Rock Music Lovers	Classic Rock
	Comedy Fans	Comedy Events
	Comedy Fans	Comedy (Music and Audio)
	Country Music Lovers	Country Music
	Documentary and Non-fiction Fans	Antiquing and Antiques
	Documentary and Non-fiction Fans	Biographies
	Documentary and Non-fiction Fans	Documentary Movies
	Drama Movies Fans	Drama Movies
	Electronic Music Lovers	Dance and Electronic Music
	Folk Music Lovers	Songwriters/Folk
	Game Lovers	Casual Games
	Game Lovers	Games and Puzzles
	Game Lovers	Puzzle Video Games
	Gospel Music Lovers	Gospel Music
	Hard Rock Music Lovers	Hard Rock
	Hip Hop Music Lovers	Hip Hop Music
	Jazz Music Lovers	Jazz
	Music Lovers	Adult Contemporary Music
	Music Lovers	Classic Hits
	Music Lovers	Contemporary Hits/Pop/Top 40
	Music Lovers	Inspirational/New Age Music
	Music Lovers	Music and Audio
	Music Lovers	Oldies/Adult Standards
	Music Lovers	R&B/Soul/Funk
	Music Lovers	Soft AC Music
	Music Lovers	Urban AC Music
	Music Lovers	Urban Contemporary Music
	Music Lovers	Variety (Music and Audio)
	Music Lovers	World/International Music
	Mystery fiction Lovers	Crime
	Mystery fiction Lovers	Crime and Mystery Movies
	Reggae Music Lovers	Reggae
	Rock Music Fans	Album-oriented Rock
	Rock Music Lovers	Rock Music
	Sci-Fi and Fantasy Fans	Fiction
	Sci-Fi and Fantasy Fans	Science Fiction Movies
	Soft Rock Music Lovers	Soft Rock
	Sports Video Game Fans	Sports Video Games
	Talk Shows	Talk Radio
TV and Movie Lovers	Movies	
TV and Movie Lovers	Soundtracks, TV and Showtunes	

Entertainment	TV and Movie Lovers	Television
	Video Game Fans	Action Video Games
	Video Game Fans	Fantasy Sports
	Video Game Fans	MMOs
	Video Game Fans	Role-Playing Video Games
	Video Game Fans	Simulation Video Games
	Video Game Fans	Strategy Video Games
	Video Game Fans	Video Gaming
Family and Relationships	Parenting	Adoption and Fostering
	Parenting	Daycare and Pre-School
	Parenting	Family and Relationships
	Parenting	Parenting
	Parenting	Parenting Children Aged 4-11
	Parenting	Special Needs Kids
Food and Drink	Food & Health	Nutrition
	Foodies	Food & Drink
Health	Self-care Health Listeners	Alternative Medicine
	Self-care Health Listeners	Healthy Living
	Self-care Health Listeners	Medical Health
	Self-care Health Listeners	Mental Health
	Self-care Health Listeners	Sexual Health
	Self-care Health Listeners	Women's Health
Lifestyles and Hobbies	Art and Design	Arts and Crafts
	Art and Design	Fine Art
	Do-It-Yourselfers	Home & Garden
	Lifestyles and Hobbies	Hobbies & Interests
	Lifestyles and Hobbies	Pop Culture
	Live Events	Events and Attractions
	Outdoor Enthusiasts	Parks & Nature
	Pet Lovers	Pets
	Travel	Travel
	Travel	Travel Locations
News	Local News Listeners	Public Radio
	News Listeners	National News
	News Listeners	News
	News Listeners	News Radio
	News Listeners	News/Talk Radio
Politics and Social Issues	Community Issues	General Social
	Community Issues	Social
	Environmentalism	Environment
	Political News Listeners	News and Politics
	Political News Listeners	Politics
	Religion	Buddhism

Politics and Social Issues	Religion	Christianity
	Religion	Hinduism
	Religion	Islam
	Religion	Judaism
	Religion	Religion & Spirituality
	Religion	Religious (Music and Audio)
	Religion	Spirituality
Science	Science Enthusiasts	Biological Sciences
	Science Enthusiasts	Chemistry
	Science Enthusiasts	Geology
	Science Enthusiasts	Physics
	Science Enthusiasts	Science
	Science Enthusiasts	Space and Astronomy
Sports and Fitness	American Football Fans	American Football
	Baseball Fans	Baseball
	Basketball Fans	Basketball
	Cricket Fans	Cricket
	Fight and Wrestling Fans	Wrestling
	Golf Fans	Golf
	Health and Fitness Buffs	Fitness and Exercise
	Health and Fitness Buffs	Outdoor Activities
	Hockey Fans	Field Hockey
	Ice Hockey Fans	Ice Hockey
	Rugby Fans	Rugby
	Running Enthusiasts	Running and Jogging
	Soccer Fans	Soccer
	Sports Fans	Sports
	Sports Fans	Sports Radio
	Swimming Enthusiasts	Swimming
	Table Tennis Fans	Table Tennis
	Tennis Fans	Tennis
Volleyball Fans	Volleyball	
Technology	Enthusiast Computing	Technology & Computing
	Technophiles	Technology Industry
Vehicles and Transportation	Motor Vehicles Enthusiasts	Automotive
	Motor Vehicles Enthusiasts	Aviation Industry

For more information, please contact the Market Ops team at:
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