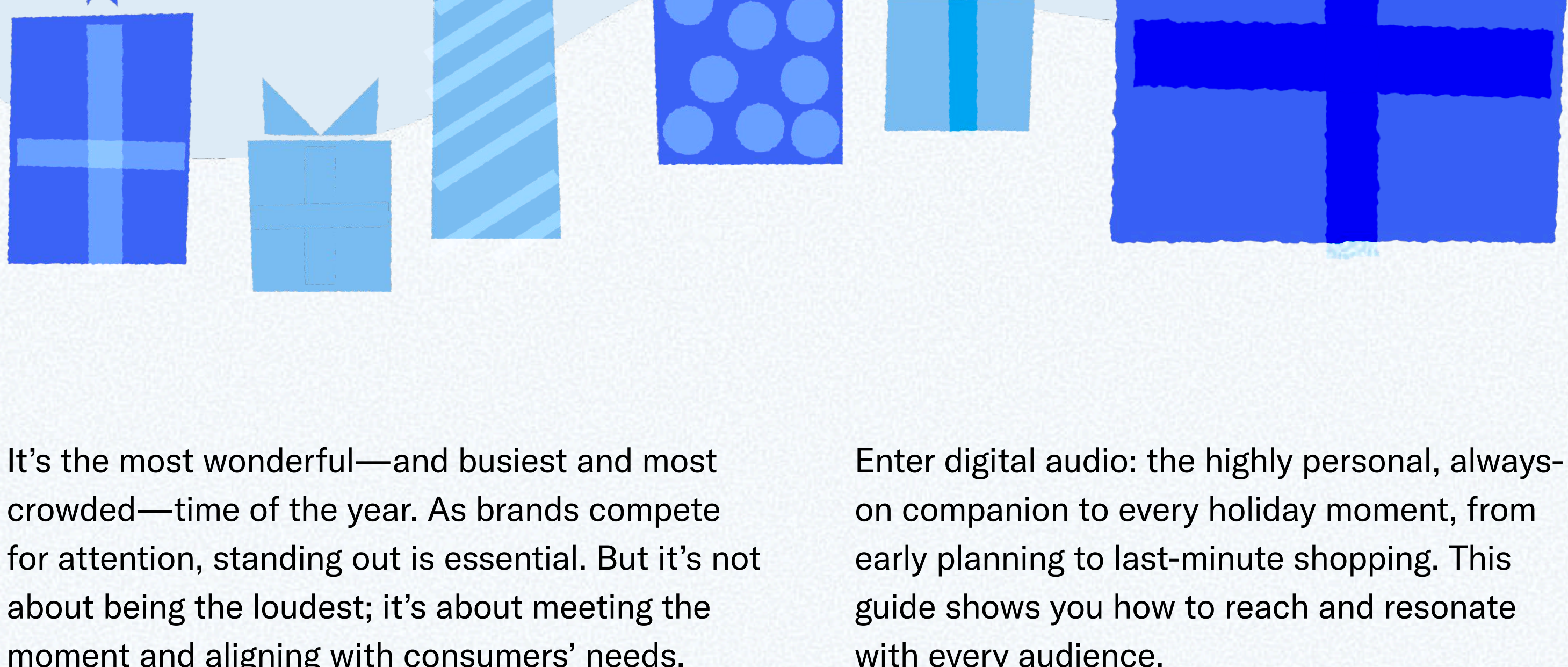


Unwrap Your Ideal Audience

The advertiser's guide to the holidays.



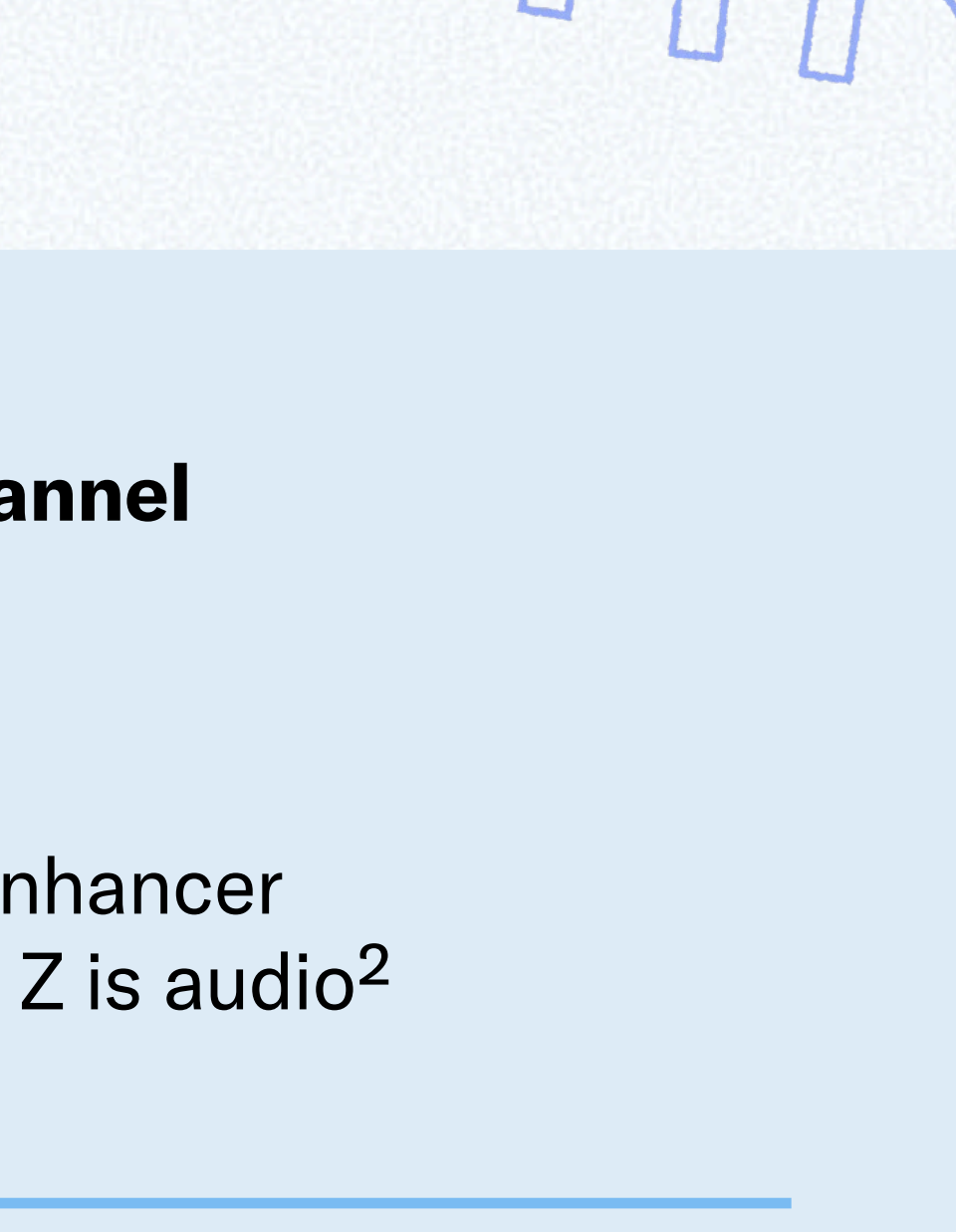
It's the most wonderful—and busiest and most crowded—time of the year. As brands compete for attention, standing out is essential. But it's not about being the loudest; it's about meeting the moment and aligning with consumers' needs.

Enter digital audio: the highly personal, always-on companion to every holiday moment, from early planning to last-minute shopping. This guide shows you how to reach and resonate with every audience.

1 YOUNG AND INFLUENTIAL

How to reach Gen Z

They're juggling shopping, planning, travel, and celebrations—but some priorities continue to rise to the top of their to-do lists. For Gen Z, family gatherings, cultural traditions, and making memories are the shining stars throughout the holidays. Brands can leverage the magic of the season to make an impression.



Reaching the majority

92%
reach of Gen Z between the ages of 18-24¹

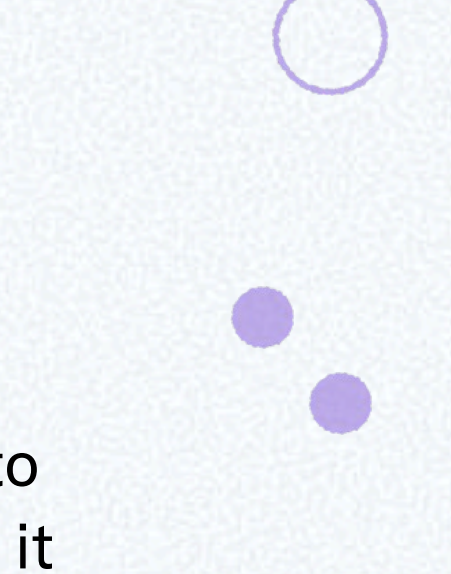
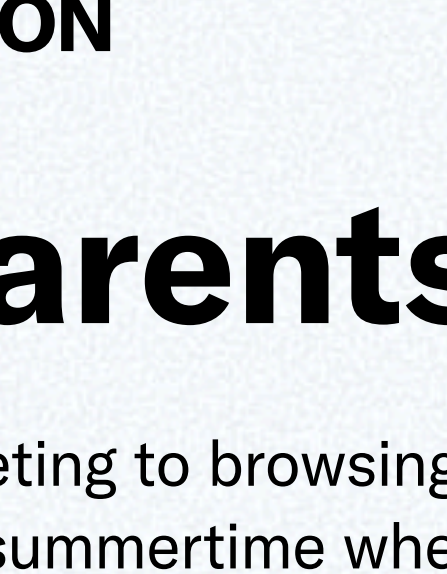
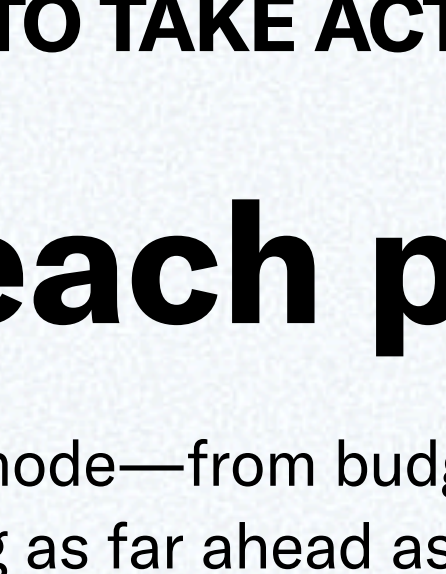
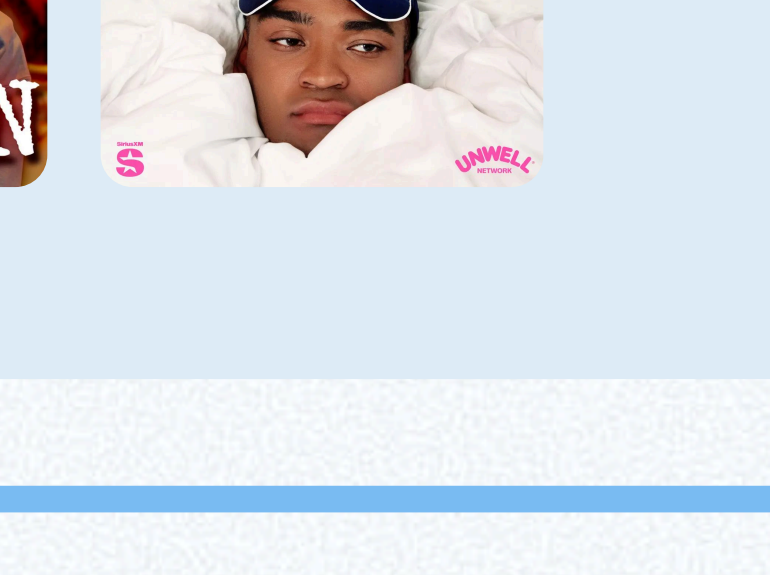
Top channel

#1
mood enhancer for Gen Z is audio²

How to activate

Tis' the season for audio

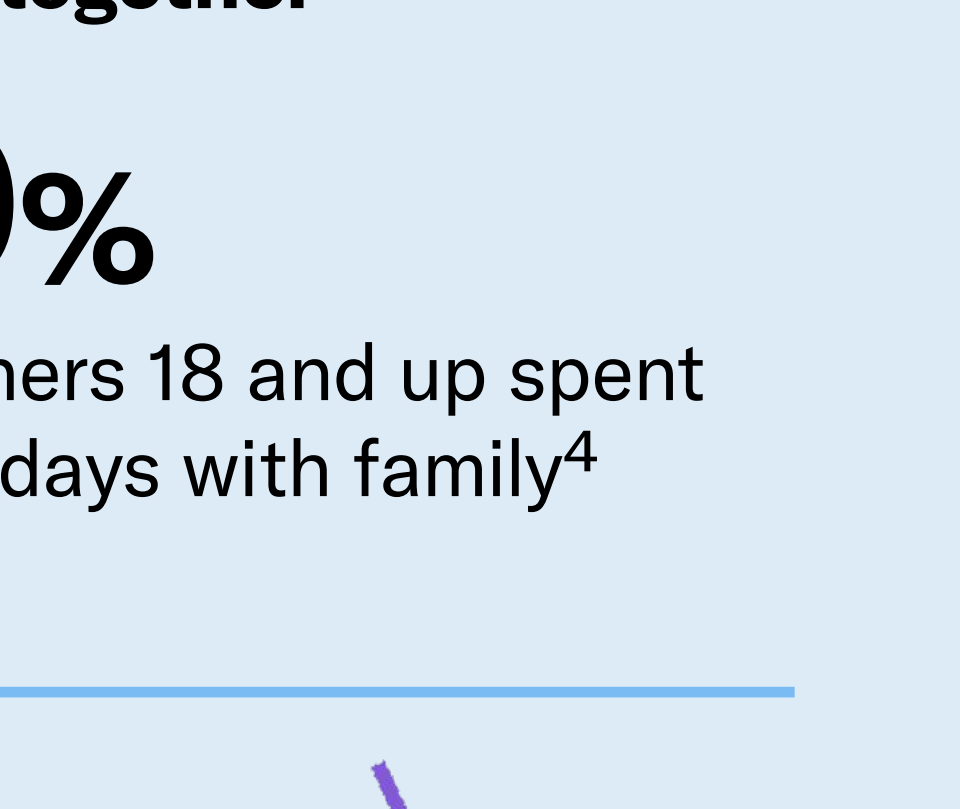
- Pandora stations
- Podcast host reads
- Custom video segments
- Organic and paid media



2 MOTIVATED TO TAKE ACTION

How to reach parents

They're deep in planning mode—from budgeting to browsing to travel. Parents are thinking as far ahead as summertime when it comes to the holidays. And through it all, digital audio offers both discovery and guidance, and brands can help consumers find ideas and simplify decisions.



Wide scale

2 in 5
SiriusXM Podcast Network listeners are parents³

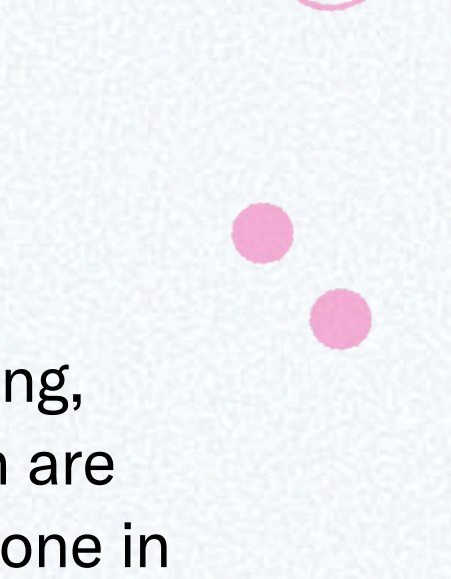
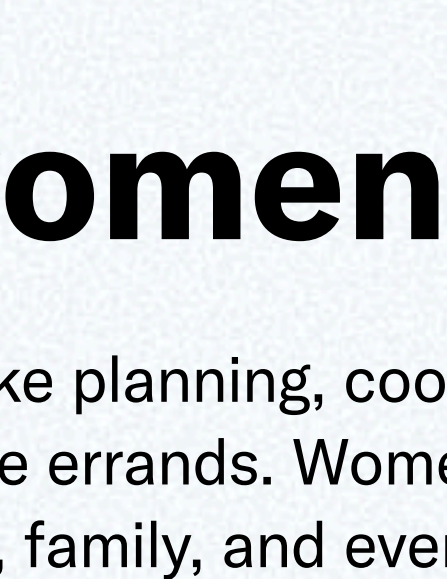
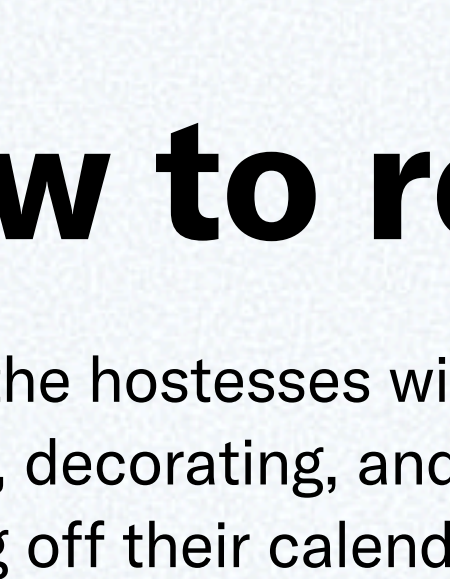
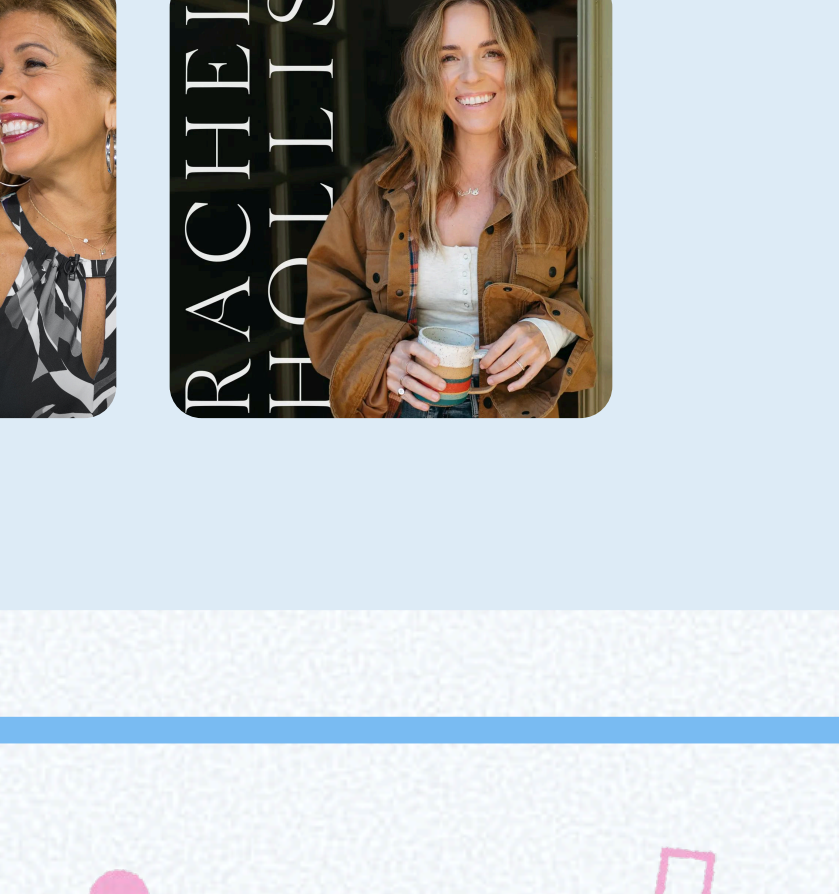
Better together

90%
of listeners 18 and up spent the holidays with family⁴

How to activate

The parent playlist

- Sequential audio
- Podcast host reads
- Streaming everywhere/podcast everywhere
- Gift-guide style integrations



3 HIGH CONSUMER POWER

How to reach women

They're the hostesses with the most to do like planning, cooking, cleaning, decorating, and running last-minute errands. Women are checking off their calendars to meet friends, family, and everyone in between. Audio is their companion before and after guests walk through the door—and brands can help women organize and prepare.



#1 reach

44%
more reach of women than our closest competitor⁵

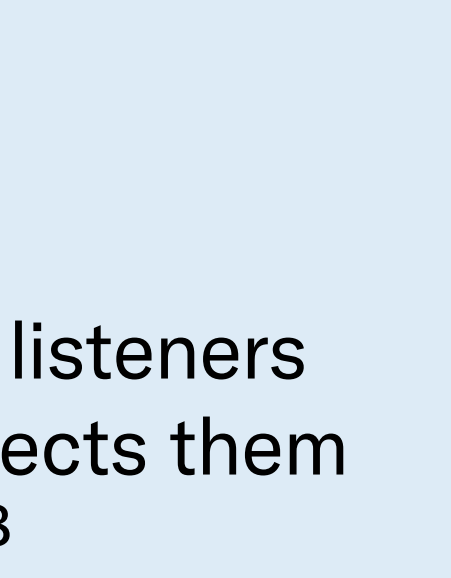
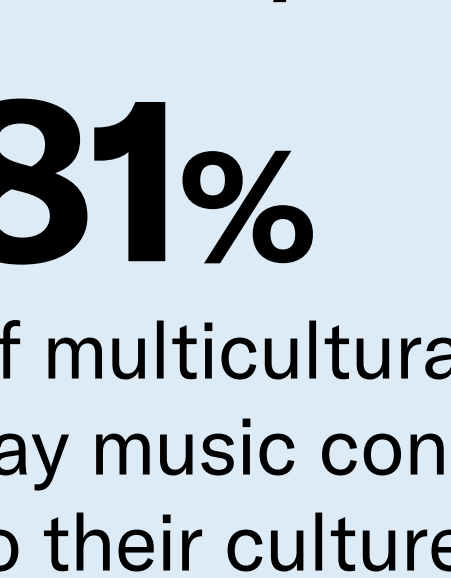
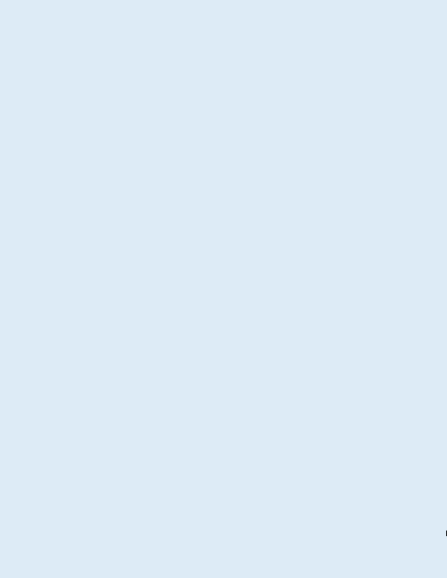
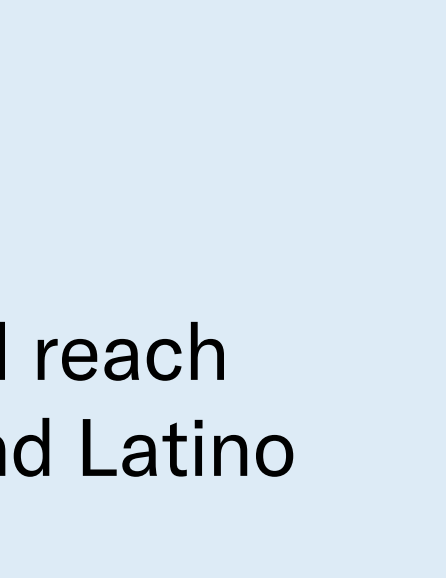
Listening regularly

7 hours
spent weekly with audio by women⁶

How to activate

Create an ambiance with female-led podcasts

- Connected home
- Podcast custom segments
- Podcast host reads



4 SEEKING COMMUNITY AND AUTHENTICITY

How to reach diverse audiences

They're celebrating more than just Christmas. Multicultural households are embracing holidays like Las Posadas, Kwanzaa, and Noche Buena. Audio is there to enliven every moment and celebration—and brands can be there with warm, authentic messaging.



Leading reach

#1
in ad-supported reach among Black and Latino audiences⁷

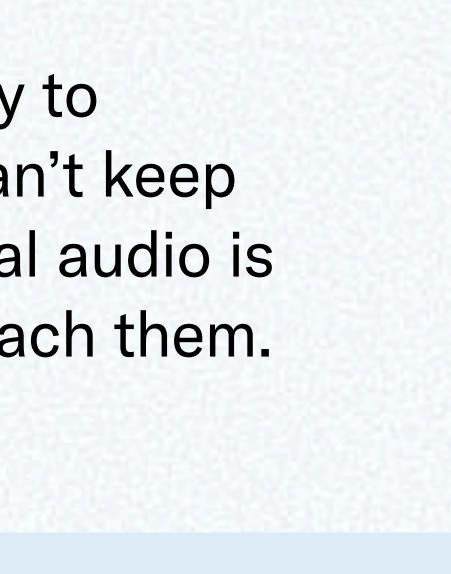
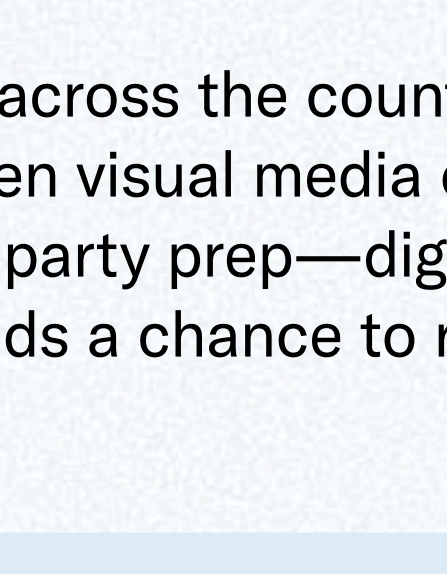
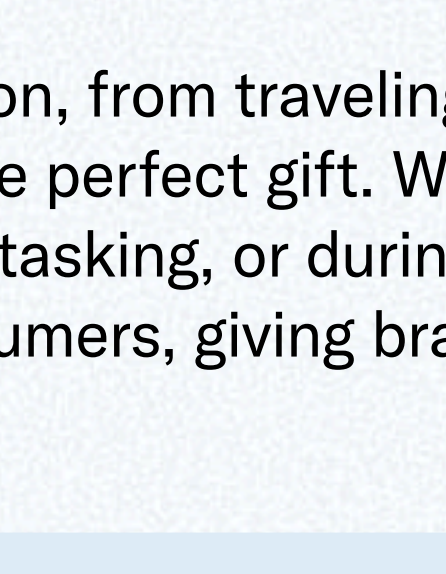
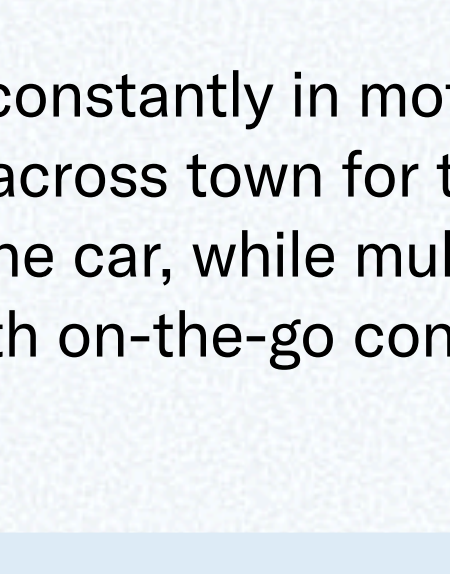
Next step: culture

81%
of multicultural listeners say music connects them to their culture⁸

How to activate

Set the vibes with sponsored stations

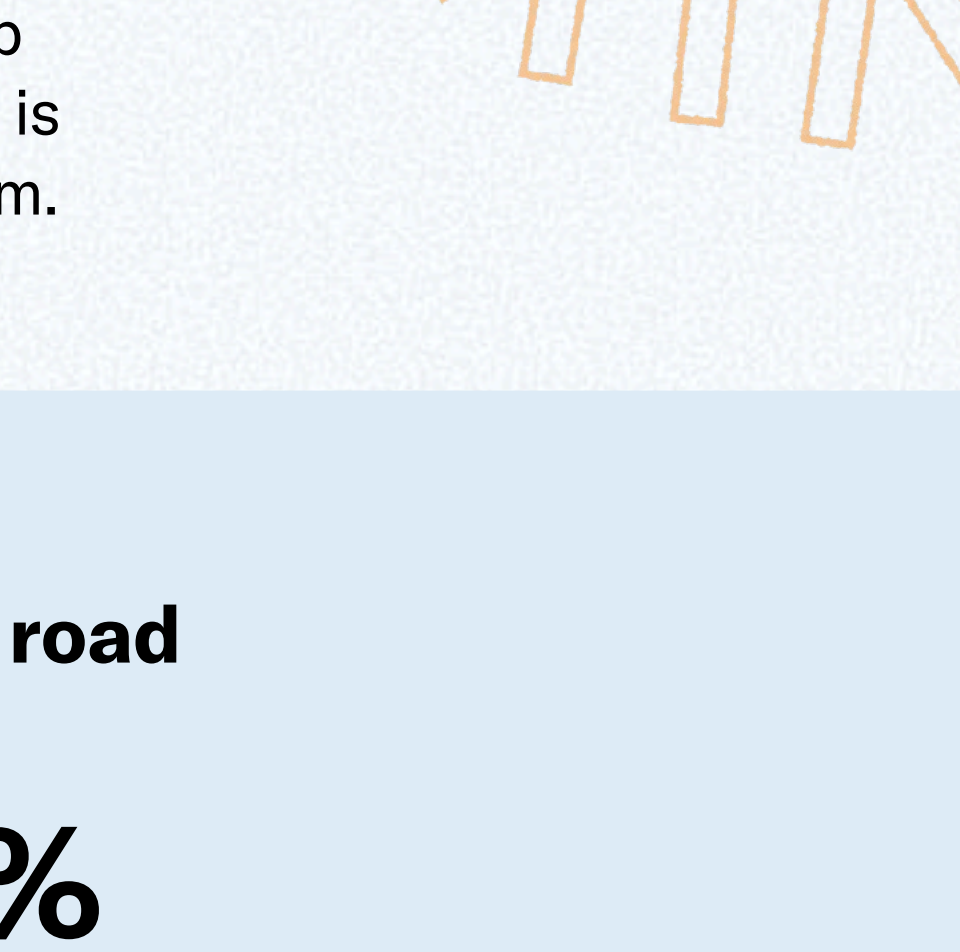
- Sponsored holiday stations
- SoundCloud holiday music programs
- SiriusXM holiday programming
- Podcast custom segments



5 LET'S HO-HO-GO

How to reach on-the-go consumers

They're constantly in motion, from traveling across the country to running across town for the perfect gift. When visual media can't keep up—in the car, while multitasking, or during party prep—digital audio is there with on-the-go consumers, giving brands a chance to reach them.



Heavy traveling

52%
of listeners 18 and up traveled during the holiday season, primarily by car⁹

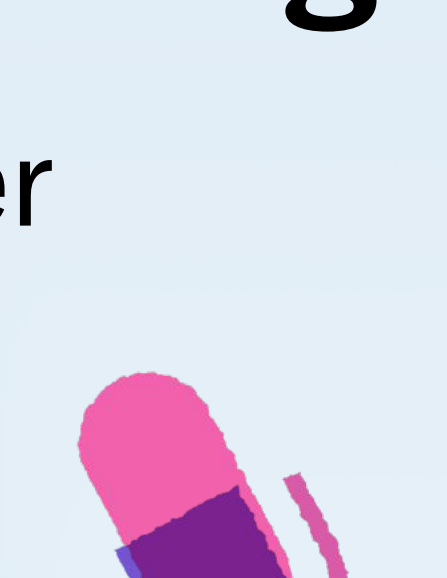
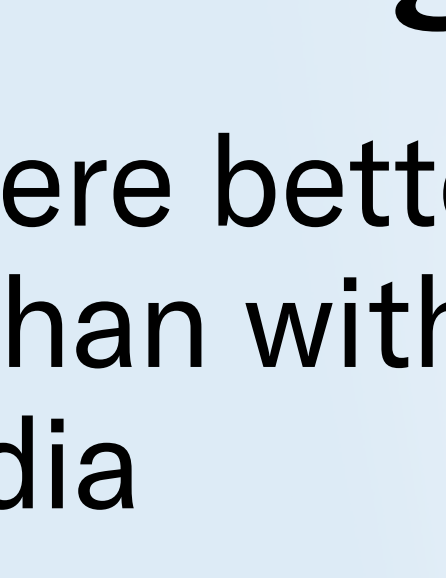
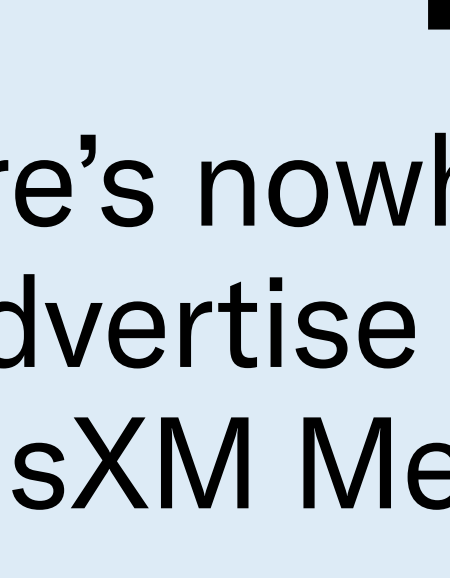
On the road

81%
listened in a vehicle during the holidays⁹

How to activate

From tarmac to tinsel, stay in their ears

- Connected vehicle
- Dynamic audio
- Streaming everywhere/podcast everywhere



Audio is the gift that keeps on giving

There's nowhere better to advertise than with SiriusXM Media

Largest
collection of live content, streaming audio inventory, and podcast networks

255M
listeners 13+ across our portfolio¹

9:10
Americans are on SiriusXM Media¹

Make your brand a part of every holiday moment. SiriusXM Media is your connection to every kind of consumer. With digital audio, your brand can help them find the perfect gift, relieve stress, and make memories. From top platforms and networks to laser-focused targeting and in-house creative expertise, we can help you build campaigns that get results.