

# ALL OF FACEBOOK'S AD TARGETING OPTIONS

## IN 1 EPIC INFOGRAPHIC

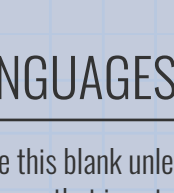
With more than 1 billion daily active users, Facebook offers up mind-blowing ad targeting options you simply won't find anywhere else. With what seems like endless combinations of demographics, interests, behaviors and more, you can get as creative as you need to in order to reach your target market on Facebook.

Here's your cheat sheet to all of Facebook's targeting options in one epic infographic ...

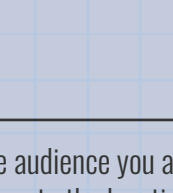
## DEMOGRAPHICS

### LOCATION

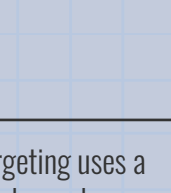
Enter one or more countries, counties/regions, cities, ZIP/postal codes, addresses or designated market areas to show or exclude your ad to people in those locations. Location targeting is not available in all countries.



Everyone in this location



People recently in this location



People traveling in this location



**Note:** You can even drop a pin in a location anywhere on the map provided.

### LANGUAGES

Leave this blank unless the audience you are targeting uses a language that is not common to the location you have chosen.



Type in any language to get started

### EDUCATION



Education Level

- In high school
- College grad
- Master's degree
- High school grad
- Associate degree
- Doctorate degree
- In college
- Professional degree
- Unspecified
- Some college
- In grad school



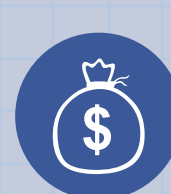
Field of Study

Type in a field to get started



Schools

Type in a school to get started



Undergrad years

Type in a date range to get started

### FINANCIAL



Income:

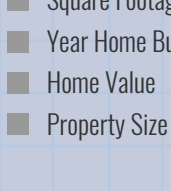
\$30K \$500K+



Net Worth:

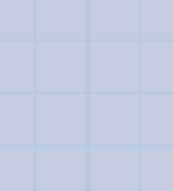
Liquid Assets Total Value

### HOME



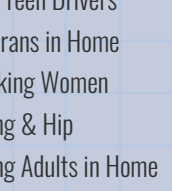
Home Type:

- Apartment
- Condo
- Multi-Family Home
- Single
- Square Footage
- Year Home Built
- Home Value
- Property Size



Home Ownership:

- First-Time Home Buyer
- Homeowners
- Renters



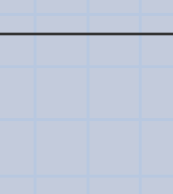
Household Composition:

- Family-based Households
- Grandparents
- Housemate-based Households
- New Parents
- New Teen Drivers
- Veterans in Home
- Working Women
- Young & Hip
- Young Adults in Home

### ETHNIC AFFINITY



African-American

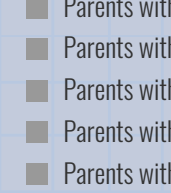


Asian-American



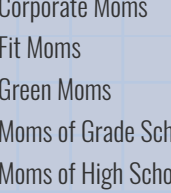
Hispanic

### PARENTS



All Parents:

- New Parents
- Parents with Toddlers
- Parents with Preschoolers
- Parents with Early School-Age Children
- Parents with Preteens
- Parents with Teenagers
- Parents with Adult Children



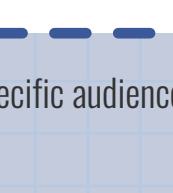
Moms:

- Big-City Moms
- Corporate Moms
- Fit Moms
- Green Moms
- Moms of Grade School Kids
- Moms of High School Kids
- Moms of Preschool Kids
- New Moms
- Soccer Moms
- Stay-at-Home Moms
- Trendy Moms

### POLITICS [U.S.]



Liberal



Moderate



Conservative

Very Liberal

Self Reported

Very Conservative

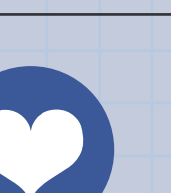
Likely to engage in politics: conservative, liberal

### AGE

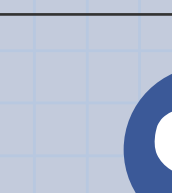
Select the minimum and maximum age of the people who will find your ad relevant.

13 65+

### GENDER



All



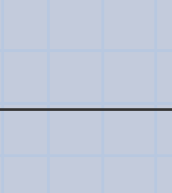
Men



Women

**Note:** Choose "All" unless you only want your ads to be shown to either men or women.

### RELATIONSHIP



Interested in:

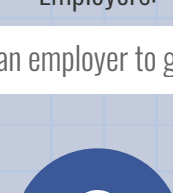
- Men
- Women
- Men & Women
- Unspecified



Relationship Status:

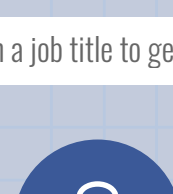
- Single
- In a Relationship
- Engaged
- Civil Union
- Complicated
- Open Relationship
- Domestic Partnership
- Separated
- Divorced
- Widowed
- Unspecified

### WORK



Employers:

Type in an employer to get started



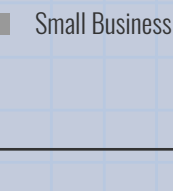
Job Title:

Type in a job title to get started



Industries:

- Administrative
- Architecture & Engineering
- Arts, Entertainment, Sports & Media
- Business & Financial Operations
- Cleaning & Maintenance
- Community & Social Services
- Computer & Mathematics
- Construction & Extraction
- Education & Library
- Farming, Fishing, & Forestry
- Food Preparation & Services
- Government Employees
- Healthcare & Medical
- IT & Technical
- Installation & Repair
- Legal
- Life, Physical, & Social Science
- Management
- Military
- Nurses
- Personal Care
- Production
- Protective Service
- Retail
- Sales
- Temporary & Seasonal
- Transportation & Moving
- Veterans



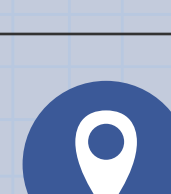
Office Type:

- Home Office
- Small Business
- Small Office

### GENERATION



Baby Boomers



Generation X



Millennials

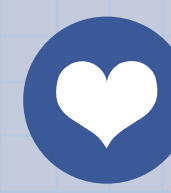
### LIFE EVENTS



Anniversary within 30 Days



Away from Family



Away from Hometown



Long-Distance Relationship



New Job



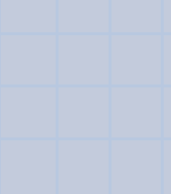
New Relationship



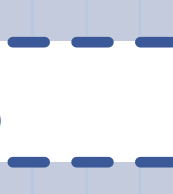
Newly Engaged: 3mo, 6mo, 1yr



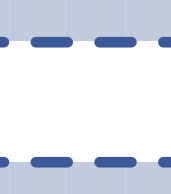
Newlywed: 3mo, 6mo, 1yr



Recently Moved



Upcoming Birthday

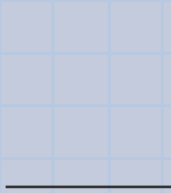


Friends of: [1 of the above]

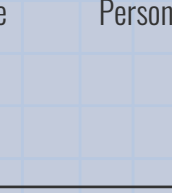
## INTERESTS

Reach specific audiences by looking at their interests, activities, the pages they liked and closely related topics. Combine interests to expand your ad's reach.

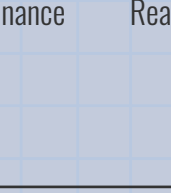
### BUSINESS & INDUSTRY



Advertising



Agriculture



Architecture



Aviation



Banking



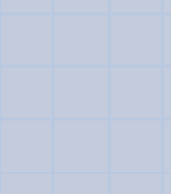
Business



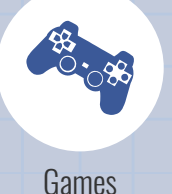
Construction



Design



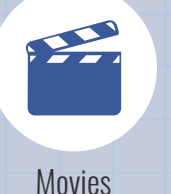
Economics



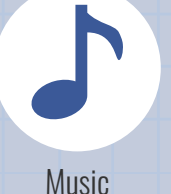
Engineering



Entrepreneurship



Healthcare



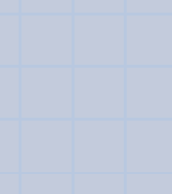
Higher Education



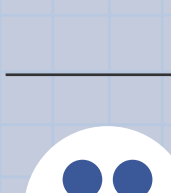
Management



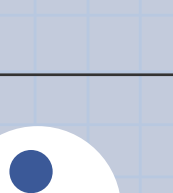
Marketing



Nursing



Online



Personal Finance



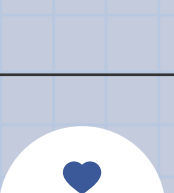
Real Estate



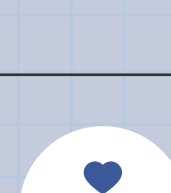
Retail



Sales



Science



Small Business

### ENTERTAINMENT



Games



Live Events



Movies



Music

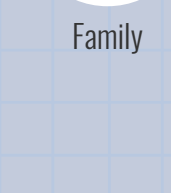


Reading

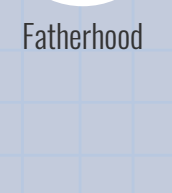


TV

### FAMILY & RELATIONSHIPS



Family



Fatherhood



Motherhood



Friendship



Dating



Marriage



Weddings



Parenting

### FITNESS & WELLNESS



Bodybuilding



Dieting



Gyms



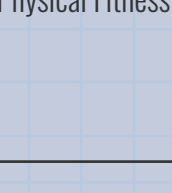
Meditation



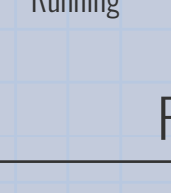
Nutrition



Physical Exercise



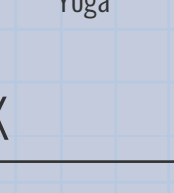
Physical Fitness



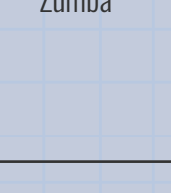
Running



Weight Training



Yoga

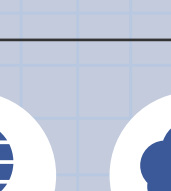


Zumba

### FOOD & DRINK



Alcoholic Beverages



Beverages



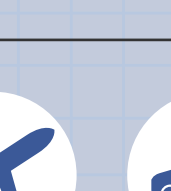
Cooking



Cuisine

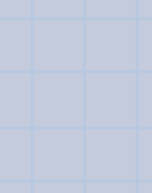


Food



Restaurants

### HOBBIES & ACTIVITIES



Arts & Music



Current Events



Home & Garden



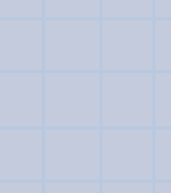
Pets



Politics & Social Issues

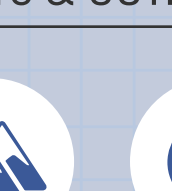


Travel



Vehicles

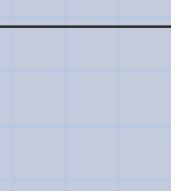
### SHOPPING & FASHION



Beauty



Clothing



Fashion Accessories

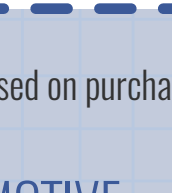


Shopping

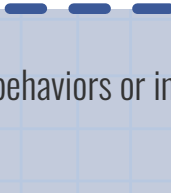


Toys

### SPORTS & OUTDOORS

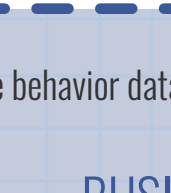


Outdoor Recreation

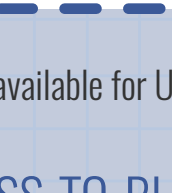


Sports

### TECHNOLOGY



Computers



Consumer Electronics

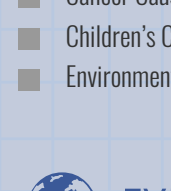
## BEHAVIORS

Reach people based on purchase behaviors or intent, device usage and more. Some behavior data is available for U.S. audiences only.



### AUTOMOTIVE

- Motorcycle
- Owners
- Purchase Type
- New Vehicle Buyers [near market]
- New Vehicle Shoppers [in market, max in market]
- Used Vehicle Buyers [in market]



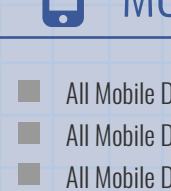
### CHARITABLE DONATIONS

- All Charitable Donations
- Animal Welfare
- Arts & Culture
- Cancer Causes
- Children's Causes
- Environmental & Wildlife
- Health
- Political
- Religious
- Veterans
- World Relief



### EXPATS

- Multiple Countries



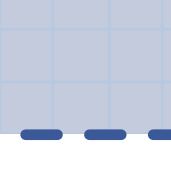
### JOB ROLE

- Corporate Executives
- Farmers
- Financial Professionals



### MOBILE DEVICE USER

- All Mobile Devices by Brand
- All Mobile Devices by OS
- All Mobile Devices
- Feature Phones
- Network Connection
- New Smartphone & Tablet Owners
- Smartphone & Tablet Owners
- Smartphones & Tablets
- Tablet Owners



### TRAVEL

- All Frequent Travelers
- Business Travelers
- Casino Vacations
- Commuters
- Cruises
- Currently Traveling
- Family Vacations
- Frequent International Travelers
- Frequent Flyers
- Leisure Travelers
- Personal Travelers
- Returned from Trip [1 week, 2 weeks ago]
- Timeshares
- Used Travel App [2 weeks, 1 month]

### BUSINESS-TO-BUSINESS