



## SENSI CONSUMER TYPE N°2

# LIFESTYLE

Many people who love magazines don't care about cannabis at all. Even those who do care about cannabis have a diverse range of interests well beyond it.

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### HIGH-CLASS

This reader breathes culture. They care about art, music, food, travel, and education. They want to read something they've never read before, learn new things, broaden their horizons.



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### HUSTLE AND BUSTLE

You won't find this reader at home. Whether they are the outdoorsy type or the out-and-about type, they are always searching for exciting new ways to fill their weekends.



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### HEALTH & WELLNESS

This reader meditates in the morning, takes 10,000 steps a day, and never skips their skincare routine. Deep down, they believe that if they play their cards right, they'll stay young forever.



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### TRENDING

This reader considers themselves to be a bit of an influencer. They keep up with the whos, whats, and wheres of the moment so they can say they knew about it before it was hot.

