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## **THIS IS THE SALT READER, FOLLOWER, FRIEND, FAN**

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The Salt reader is characterised by an active, adventurous and sustainable lifestyle. He/she frequently travels, both domestic and international, prefers staying in nature (water, mountains, forests), but is happy to combine his/her stay with an urban adventure. The Salt reader feels free and independent and wants to be fed with inspiring stories and initiatives that not only enrich his/her life with experience but also with meaning. Friends play an important role. Some Salt readers have children and find it important to pass on their lifestyle to the next generation

Furthermore, the Salt reader feels best when he/she is both physically and mentally fit. In this area, too, he/she loves to be inspired by new insights. The Salt reader wants to be recognised as someone who consciously chooses to lead a healthy lifestyle, but who is not averse to the 'ordinary' pleasures of life.

The Salt reader's desire to lead a healthy life is reflected by a broad societal commitment to people and nature. The Salt reader wants to believe, and demonstrate, that a sustainable lifestyle is fashionable and is in fact proud to be well-informed and even a trendsetter in this area. The need to contribute and make a difference through inspiring initiatives that matter is the 'red thread' through his/her life. In particular, the Salt reader has a desire for fair and meaningful information relevant to his/her life or the life that he/she aspires to.

The Salt reader is someone who literally moves through life and, depending on the distance and purpose, opts for the appropriate transport system. He/she prefers sustainable travel. As a 'commuter', the Salt reader travels by car, but if distance and connection permit, public transportation, bicycle, skates or on foot are all good alternatives. For larger distances the Salt reader opts for all types of transportation. Functional cars that go with an active and adventurous lifestyle are preferred.

The Salt reader is also sensitive to product innovation, design and quality. He/she sees himself as trendy and modern and is (or wants to become) well informed about the latest (technological) developments in the field of functional clothing and sports-specific products, while travel, transportation, media, housing, nutrition and health also play an important role in the life of the Salt reader.