

## Interest Areas for Targeting Males

- Performance driving – course arranged through a library?
- Wine
- Beer
- Cigars
- Sports
- Computers & Technology
- Fitness – have a known fitness expert or author speak
- Cars
- Motorcycles
- Outdoor Recreation – Hiking, Mountain biking, Running etc.
- Golf
- Military
- History
- Home Improvement
- Photography
- Cooking
- Career Development
- Money