

Tree of interests

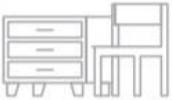
Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
Automotive 	Passenger vehicles	Users interested in various brands and types of vehicles (hatchback, sedan, station wagon, convertible, MPV, city cars) and those interested in rating and car reviews.	Passenger vehicles	Users interested in various types of passenger cars. People searching for hatchbacks, small and large vehicles, station wagons, coupes, convertibles, sedans, etc. Users looking for car dealerships, car repair shops, car washes, options to purchase parts and accessories. People looking for used cars at used car dealerships. Visitors to websites, readers of periodicals and articles containing offers, information, ratings, or comparisons of particular passenger vehicles. This may also include car dealers.
			City cars	Users interested in smaller cars suitable for the city, cars for ladies and fuel-efficient vehicles. In particular city dwellers looking for small cars used for commuting to work, when seeing friends, doing shopping, etc. People searching for options to purchase city cars and for specific car models that fall into this category. Visitors to websites and readers of articles on these vehicles and providing comparisons between models.
			Purchase and sale of passenger vehicles	Users searching for car retails and used car dealerships with the intention of purchasing or selling cars. People looking for specific branch stores and well-known used car dealerships, people finding out prices and technical conditions of vehicles on sale. Visitors to the advertising websites intending to both purchase a used car and place advertisement in order to sell their car.
			Electric vehicles and hybrids	Users interested in electric and hybrid vehicles. People looking for prices of such vehicles and the purchase options. Car owners looking for charging stations and other needs for operation. In general, those interested in cars producing less harmful impacts to the environment. Regular visitors to websites and readers of articles about electric vehicles and news on environmentally friendly cars.



Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
	Family cars	Users interested in the family car segment, ratings, and reviews.	Family cars	Users interested in safe cars and spacious cars suitable for families. People mainly looking for MPVs, seven-seaters, and other similar cars suitable for transporting the whole family. Users looking for opportunities to purchase new and second-hand family cars. Visitors to websites and readers of articles containing comparisons of various models of family cars to choose the most suitable one.
	Sports cars	Users interested in high-performance sports cars, racing specials, their spare parts and tuning.	Sports cars	Users interested in sports and luxury fast cars. People looking for cars such as convertibles, modified vehicles, V8-engine cars, tuned cars, or top-class brands producing sports and fast cars - such as Ferrari, Porsche, McLaren, Lamborghini. Regular readers of periodicals and articles focusing on sports cars.
	Utility vehicles	Users looking for utility vehicles, vans, pickups, spare parts, and tires for this type of vehicles.	Vans	Users interested in vans and other utility vehicles. People looking for specific models of vans, car repair shops and the possibility of purchasing new or second-hand vans or the possibility of purchasing accessories and spare parts. It may also include businesses that need vans for their day-to-day operations.
			Trucks	Users interested in trucks, lorries, tractors, and other objects related to goods traffic. People looking for car repair shops, truck retailers and other options for purchasing a new or second-hand truck and suitable accessories such as navigation, trailers, tires, etc. Regular readers of articles or periodicals about trucks and trucking. It may also include enterprises running or using freight transport.
Car repair service and maintenance	Users interested in car repair service and repair shops, spare parts, tire change, tuning, and engine remapping.	Spare parts	Users interested in automotive parts and tuning. People looking for standard parts such as mirrors, bulbs, headlights, exhausts, brake pads, seat covers, glow plugs. Tuning enthusiasts looking for spoilers, exhausts, stickers, bumpers, neon lights, car rims, etc. It includes searching for specialised tuning shops or shops with common spare parts. It also contains readers of tuning periodicals and articles.	

Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
			Car repair service and maintenance	Users interested in maintenance and car repair service. Mostly car owners looking for repairs, inspections, check-ups, washing, diagnostics, etc. of their cars. People looking for specific car repair shops, car washes and the nearest Technical Inspection Station. It also includes users who are interested in seasonal changing summer/winter tires.
	Antique cars	Users interested in antique cars, their restoration, and spare parts.	Antique cars	Users interested in antique cars as a special type of vehicle. People looking for antique cars to purchase in order to expand their collection. Users following articles, searching websites, and looking for pictures and videos that deal with old and antique car models. People searching for antique car owners' events and gatherings, whether for participation or a mere visit.
	Motorcycles	Users interested in all types of motorcycles and scooters, motorcycle accessories, gear, spare parts and tuning of motorcycles	ATVs	Users interested in ATVs - off-road, utility, truck, children's, electric, etc. People looking for various types of ATVs in order to purchase them (new or second-hand), as well as for repair service, purchasing accessories and parts. People following websites, articles, videos about ATVs.
			Motorcycles	Users interested in road or off-road motorcycles. People looking for specific models or general types of motorcycles - scooters, mopeds, sports (dual-sport motorcycles, motocross, etc.), touring, choppers, etc. Those interested in purchasing new or second-hand motorcycles and searching for service options, parts, motorcycle gear, helmets, etc. Readers of periodicals, articles, motorcycle sites and viewers of motorcycle and motorsport videos.
	Off-road vehicles	Users interested in the off-road vehicle segment - Off-roads, 4x4s, their ratings, reviews, and spare parts.	Off-road vehicles	Users interested in off-road or 4x4 cars. These people generally look for off-road vehicles, jeeps, off-road 4x4s, but also for specific car models falling into these categories, in order to purchase a new or used (second-hand) vehicle, to find a repair service shop, to purchase new parts and accessories. It includes regular readers of articles and periodicals about off-road vehicles. It also includes video viewers with demos of these cars.

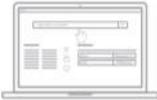
Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
	SUVs	Users interested in the segment of SUV cars, their ratings, and reviews.	SUVs	Users interested in SUVs. People searching for SUVs in general, but also for specific car models falling into this category, in order to purchase a new or used (second-hand) vehicle, to find a service repair shop, to purchase accessories, new parts, etc. It also includes regular readers of articles or sites dealing with SUVs.
Housing 	House and garden	Users interested in property reconstruction and maintenance of houses and gardens, landscaping and fencing, garden accessories, garden ponds, indoor and outdoor pools, pergolas, gazebos.	Home and garden services	Users interested in property maintenance and landscaping. People who are planning a reconstruction of their house or are considering building a winter garden, pergola, or swimming pool. Furthermore, users who look for opportunities to beautify the garden, whether intending to cooperate with a landscape architects or directly purchase ornamental ponds, garden decorations and garden furniture.
	Interior equipment	Users interested in interior design of houses and apartments - doors, gates, security systems, bathroom equipment, interior lighting, tiling, paving.	Bathroom	Users who are interested in renovation and equipment for their bathrooms or look for inspiration. These are people who are interested in items like showers, bathtubs, cabinets, mirrors, wall and floor tiles and bathroom lighting.
			Lighting	Users interested in home lighting. People looking for lighting of individual rooms or for chandeliers, lamps, spot, outdoor, smart, LED, eco or energy saving lighting. Also, people looking for spotlights, shades, and motion sensors.
			Carpets	Users who are interested in purchasing and maintaining various types of carpets. People looking for children's rugs, round rugs, heavy-duty rugs, but also for carpet cleaning or carpet baseboards.
			Doors	Users interested in purchasing various types of doors or door accessories. People who look for various types of interior doors - balcony, entrance, security, fireproof, soundproof, wooden, aluminium, etc. Furthermore, users who look for door stops, door inserts, hinges, door frames, etc.
	Furniture / kitchen	Users interested in all types of furniture (cabinets, chests of drawers, couches and sofas, bedroom furniture, kitchens, bathrooms),	Furniture	Users who are interested in interior design of apartments, houses, and office equipment. Users looking for furniture of all kinds - beds, shelves, wardrobes, chests of drawers, shoe racks, tables, chairs, etc. And also, people keen on visiting large furniture stores.

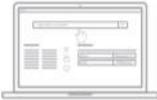
Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
		kitchen equipment, kitchen appliances.	Furniture - kitchen furniture, kitchen units	Users interested in purchasing a kitchen unit and kitchen furniture. Users who look for various types of kitchen units - made to measure, modern, rustic, etc. Also, users who look for kitchen furniture such as dining table, dining chair, kitchen cabinets.
			Furniture – couches, sofas, armchairs, chairs	Users who are interested in couches, sofas, armchairs, and chairs. People looking for armchairs, bean bags, couches, armchairs, chair beds, hammocks, office chairs, dining chairs, stools and also users looking for armchair covers.
			Bedroom furniture	Users interested in bedroom equipment, people looking for beds, mattresses, bed slats, pillows, duvets, bed linen and bedroom accessories. People who regularly visit the sections of bedroom furniture and accessories on the websites of furniture shops and in leaflets.
	Construction, reconstruction	Users interested in building their own housing, reconstruction of apartments / houses and all the gear needed for such activities.	Sanitary equipment	Users who look for sanitary goods and the shops offering such equipment. These mainly include toilets, bidets, chemical or dry toilets. It also includes users who look for instructions, how to connect the toilet and other information related to sanitary equipment.
			Roofs	Users interested in roofing. People who are looking for various types of roofing (gable roof, flat roof, green roof, ...) And also, people who want to know how to cover the underside or insulate the roof thermally. Users looking for gutters also fall into this category.
			Windows	Users who look for windows, whether wooden, sunroof or plastic. Furthermore, people who are interested in window shading – roller blinds, other types of blinds, awnings, or shutters. Users looking for window hinges or window handles.
			Floors	Users who are interested in various types of floors such as wooden floors, cork floors, floating floors, vinyl. There are also users who are interested in renovating parquet floors, floor mouldings, linoleum and marmoleum flooring, PVC floors, but also underfloor heating.

Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
			Tiles	Users who are interested in various types of tiles, such as mosaics, glass tiles, bathroom, and kitchen tiles. In this category, we can also find users who are interested in outdoor pavers, concrete pavers, interlocking pavers, or frost-resistant pavers.
			Air handling system, heating, and air conditioning	Users looking for air conditioners, fans, boilers, gas boilers, electric boilers, hoods, fireplaces. Also, users who are interested in chimneys, purchasing coal or radiators.
	Crafts and services	Users interested in crafts and maintenance services - heating, decorating, flooring, plumbing, assembly, moving, demolition, clearing of apartments / houses / business facilities, waste cleaning and more.	Moving	Users who are interested in moving services and clearing of apartments, houses, or office spaces. Furthermore, people who are also interested in private storages, rental of supplies for moving furniture, etc.
			Decorating	Users who are interested in decorating the interior and walls. Also, users who look for painters, paints and varnishes, thinners, colour swatches, etc. People, who search the Internet and articles about housing for inspiration when decorating rooms.
			Craftsmen	Users who are interested in various craft works. Here we can find users who look for locksmiths, plumbers, electricians, servicing of household appliances, gasfitters, craftsmen, etc. We will also find users who are interested in furniture restoration, window cleaning, gardening services, assembly services or people looking for handyman services.
Plumbing services	Users looking specifically for plumbers. This includes users who look for keywords such as sewers, cisterns, toilet installations, heating, water emergency service or plumbing works as such. People who search for companies offering these services on corporate databases.			
Travelling 	Europe and its adjacent seas	Users interested in travelling to European destinations. These aim to coastal states, European capitals, and other inland destinations.	Europe and the Mediterranean Sea	Users who are interested in travelling around Europe and the European coastline. These are users who look for stays in countries such as Greece, Spain, France, etc. Users looking for first minute tours, Euro weekends or even accommodation in a specific destination also belong here.

Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
			Domestic tourism	Users who are interested in travelling in the Czech Republic. These users look for various zoos, castles and chateaux, historical monuments, national parks, lookout towers and numerous Czech natural attractions such as caves, mountains, lakes, rivers, etc. We will also find users looking for campsites and specific Czech cities.
	Exotic destinations	Users interested in travelling to exotic destinations (the Caribbean, Oceania, Arabian Peninsula, East Asia, South America, Africa).	Exotic destinations	Users who are interested in visiting exotic destinations. These are users who look for luxury tours, exotic islands, cruises around the world. Specifically, we can mention, for example, Dubai, Bali, Maldives, Australia, Africa. This includes users who are interested in activities such as safari tours, diving, but also extreme activities such as a trip to Antarctica.
	Mountains	Users interested in winter/summer holidays in mountain destinations in the Czech Republic / Slovakia and abroad.	Mountains - abroad	Users who look for activities in mountains abroad, specifically the Alps, Dolomites, Pyrenees, Carpathians, etc. These are also users looking for international ski resorts and other skiing options in these areas or are interested in weather forecast in mountain destinations.
			Mountains – CZ and SK	Users who are interested in the Czech mountains and the Slovak Tatras. These are users who are interested in winter and other sport options (skiing, climbing, hiking, cross-country skiing) in these areas or look for accommodation and specific ski resorts.
	Air tickets and tourism	Users interested in tourism, short-term stays in the Czech Republic and abroad, day trips, trekking and tourist attractions.	Air tickets	Users who search for tickets to various destinations and are interested in purchasing them. These are users who look for low-cost air tickets, specific booking websites and airlines (Kiwi, Letuška, CSA, Ryanair, etc.) as well as keywords such as airport charges, airport check-in or airport transfers.
			Sightseeing tours	Users interested in sightseeing tours, language courses abroad or the Erasmus student programmes. These people look for sightseeing tours in European cities or even general sightseeing tours for seniors.
			Tourism, holiday	Users searching for specific travel agencies or booking portals. People who look for leading Czech travel agencies and regularly hit their websites. Furthermore, people who look for search engines to compare accommodation in hotels or guesthouses.

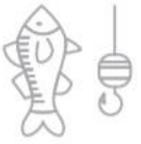
Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
	Adventure / Outdoor	Users interested in adventure and adrenaline travels, camping, and trekking.	Adventure / Outdoor	Users who are interested in outdoor activities and active holidays. These are users who like cycling, hiking, trekking, river rafting, etc. Collectors of various tourist stamps can also belong here. Users looking for cycling, hiking trails and maps, etc.
Pets 	Dogs	Users interested in dogs and their training, dog breeds and their features, dog shelters, dog hotels.	Dogs	Users who breed dogs or are interested in acquiring them. These are people who look for various types of dog food (granules, cans, treats, vitamins, etc.), hotels for dogs, dog walking. Then also users looking for accessories such as clothes for dogs, bags for dogs, combs for dogs and other pet supplies. People who regularly read articles about dogs.
	Cats	Users interested in cats and their training, cat breeds and their features, cat shelters, cat hotels.	Cats	Users who breed cats or are interested in acquiring them. These are people who look for various types of cat food (granules, cans, treats, vitamins, milk, etc.) and other pet supplies. People who regularly visit websites and read articles dedicated to cats.
	Animal feed and supplies	Users interested in feed for all species of domestic and farm animals as well as supplies for such animals.	Animal feed and supplies	Users who are interested in pet supplies and their keeping. These are users who breed, for example, rodents, reptiles, fish, birds, insects, and horses. People looking for e-shops with pet supplies, pet stores, bedding, terrariums.
Electronics 	Audio/video technology	Users interested in audio / video/television technologies - sound systems, speakers, speaker systems, music players, DVD and Blu-ray players, cameras, satellites, TVs, and additional equipment to these types of technology.	Audio/video/TV	Users who are interested in electronic appliances such as TVs, DVD players, set-top boxes, speakers, or headphones. These can also be users who look for Dictaphones, recorders, record players, multimedia players, amplifiers. Accessories such as 3D glasses or speaker stands belong to this category as well.
	Mobile phones	Users interested in mobile phones, mobile applications, and all accessories for mobile phones (covers, cases, spare batteries, selfie sticks, Bluetooth sets, protective glasses, and foils).	Mobile phones - sale	Users interested in mobile phones and their accessories. These users look for specific brands of mobile phones. Furthermore, users who look for accessories for mobile phones such as covers, hands-free systems, holders. Also, users visiting websites about mobile technologies, searching for mobile phones by features (touch, android, outdoor). And last but not least, users looking for mobile applications.

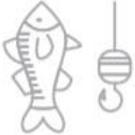
Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
			Mobile phones - operators, networks	Users who look for mobile operators, both for large and well-known operators in our country, and for minor virtual operators. People looking for mobile tariffs, their prices, conditions as well as users visiting websites comparing various operators and tariffs belong to this category.
	Laptops / tablets	Users interested in laptops and tablets, PCs, components, computers, server solutions, hardware, and software for personal computers.	Laptops / tablets	Users interested in laptops and tablets. These users look for tablets, laptops, MacBooks and options for their purchase or service. They also look for accessories such as backpacks and laptop bags, or laptop tables.
			IT service providers	Users looking for various IT services. These are people who are searching for PC repair and service, network administration, data recovery, web designers, helpdesk, or copywriters.
			Networks and Security	Users who are interested in computer and data networks. These people look for options for administering computer and corporate networks, data protection systems, wireless networks, and options for purchasing IT accessories such as network cables, routers, or switches.
			Hardware	Users interested in hardware (PCs and their accessories). These users look for external drives, USB drives, computers, keyboards, mice, but also other hardware such as processor heatsinks, PC cases, monitors, motherboards, etc.
	Computer games and game consoles	Users interested in new/second-hand games for PC and game consoles.	Game consoles	Users interested in game consoles and their accessories. It also includes people looking for games adjusted to various types of game consoles and websites with their reviews, news, trailers, and other information.
			Computer games	Users who are interested in computer games and their reviews or trailers. They regularly visit gaming websites, read gaming periodicals and watch shows, buy games and merchandise at game retailers.
	Photo	Users interested in all types of cameras and photographic equipment - films, tripods, apertures, lenses, photo traps and studio equipment.	Cameras and photo equipment	Users who are interested in cameras - digital, waterproof, SLR cameras. These are people who, in addition to cameras, also look for photographic accessories such as lenses, cases, tripods, covers and websites containing reviews and comparisons of various cameras.

Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
			Photo schools and courses	Users who are interested in photography courses, schools for photographers or re-training for photographers. This includes users looking for colleges of photography and for videos with tutorials or advice for beginning photographers.
			Studio photography	Users who are mainly interested in professional photography services. This means services such as studio photography, gift photography, photo studios, wedding photographers, children's photography, or photo editing. Users looking for photo exhibitions and photo competitions.
	Household appliances	Users interested in small and large household appliances - vacuum cleaners, coffee makers, electric kettles, mixers, fans, robots, irons, grills, washing machines, dryers, refrigerators, freezers, stoves, hobs, ovens, dishwashers.	Kitchen appliances	Users who are interested in kitchen appliances. These are the people who look for a refrigerator, microwave, coffee maker, hood, dishwasher, stove, oven, etc. This also includes users who are interested in equipment such as ice cream makers, fruit dryers, pressure cookers, etc. Users who look for shops offering appliances and their service options.
			Home electrical appliances - bathroom, apartment	Users who are interested in various household appliances such as vacuum cleaner, iron, washing machine, dryer, etc. In addition to household appliances, this also includes electronics such as electric toothbrushes, hair clippers, epilators, hairdryers, hair straighteners or home massage devices.
Finances 	Economic and legal advice	Users interested in advice and consultancy in the fields of economics and law (tax services, accounting services, payroll processing and tax returns).	Economic and financial advice	Users who are interested in accounting and other economic and financial advice. These are also people who look for audits, foreclosures, debt-relief options, information about founding a company or even a tax office.
			Legal advice	Users who are interested in legal advice. In practice, this means that these people look for the services of lawyers and solicitors, also people looking for legal acts, divorce lawyers, filing a lawsuit, a prosecutor, or information about summons.
			Factoring and forfaiting	Users who are interested in various ways of financing a company/enterprise. These are people who are interested in services such as factoring, debt management, risk assumption, debt collection or financial analyses.

Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
			Exchange rates, monetary policy, exchange offices	Users who are interested in foreign currencies, exchange rates and payments abroad. These are people who look for current exchange rates, converters, exchange offices or currencies and foreign exchange. It also includes companies that trade abroad and find out any financial conditions about this issue.
	Mortgages	Users interested in all types of mortgage loans.	Mortgages	People interested in mortgages and related information. These are people who are interested in a mortgage loan, interest rate fixation, interest rates in general, CNB regulations and conditions for obtaining mortgages from various banks. It also includes users looking for mortgage comparisons and calculators or users looking for mortgage repurchase options.
	Business	Users interested in business activities of natural and legal persons.	Business	Users who are interested in entrepreneurship. These are in particular people who look for information about self-employment, tips and tricks for running a business (consultancy services for companies, accounting advisory services), information on the registered capital and possibilities of financing companies, conditions for setting up a business, differences between various forms of businesses in the Czech Republic. These are also users looking for information about health and social insurance of entrepreneurs, business development or innovation in business.
			Start-up	Users interested in start-ups, establishing businesses and investors. Mostly start-up entrepreneurs, addressing the options and conditions of starting up a business and suitable ways of financing it.
			Economic competition, tenders	Users interested in public procurement, economic competition, and tenders. These are also people looking for competitiveness and SME associations.
		Subsidies and grants	Users who are interested in information about subsidies, EU subsidy programs, as well as subsidy advice or grants. These are mostly business entities, but also institutions such as universities.	

Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
	Mandatory car insurance	Users interested in mandatory car insurance and related topics.	Mandatory car insurance	Users who are interested in mandatory car insurance, accident insurance and other vehicle insurance. People who look for comparators and calculators to make the most suitable choice. Mostly car owners or users who are still thinking about purchasing a vehicle.
	Saving and investing	Users interested in savings accounts, yield, interest, building society accounts and pension funds, fixed term deposits, bonds, securities, stock exchange activities, shares, stock portfolios, purchase and sale of investment commodities, financial speculation, foreign exchange.	Investments and investment funds	Users interested in investment opportunities and investment funds. These people look for safe investments, investment advisors, equity funds, capital shares or investments in precious metals. These can be both business and private entities that are interested in valuing their finances.
			Stock and commodity exchanges	Users interested in the stock market and commodity exchanges. These are people interested in stock exchanges, increases, and decreases in shares, purchase of shares, issue of shares, brokerage companies, securities, and related items (investments in precious metals, trading). It includes companies that issue shares and offer investment opportunities.
			Bonds	Users who are interested in purchase of bonds and who look for related information. This includes search for keywords such as bond yields, creditor, issuer liability, short-term / medium-term / long-term bonds, and government bonds.
			Savings accounts	Users who are interested in saving up their financial funds. These are users who are interested in savings accounts, pension funds, building society accounts or fixed term deposits. This also includes people who look for options and comparisons of savings accounts in specific banking institutions.
Consumer credits and loans	Users interested in consumer loans, bank and non-bank loans, refinancing.	Consumer loans	Users interested in consumer loans. In addition to standard bank loans, this also includes so-called “quick loans”. These users search for loan or credit applications, quick loans, interest rates on individual loans, as well as loan comparators at specific banking institutions.	

Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
			Non-bank loans, junk shops and pawnshops	Users who are interested in non-bank loans. People entering queries like non-bank loans, loans for everyone, loans without proof of income, loans for unemployed, mini loans, short-term loans, or student loans. It also includes users who look for ways to obtain finance by selling at junk shops or using pawn shops.
			Leasing	Users interested in leasing as a way of financing a purchase. Specifically, these are users who look for leasing loans, leasing cars, leasing financing, leasing companies and leasing equipment.
Hobbies and leisure time 	Shooting and hunting	Users interested in shooting, hunting, gamekeeping and all necessary equipment.	Hunting and shooting	Users who are interested in hunting weapons and equipment. It includes people who are interested in firearms, ammunition and their accessories, sport shooting, shooting ranges, firearms certificate, lures, hunting clothes and other hunting weapons. People who want to sign up for a shooting class and find out about the possibility of obtaining a firearms certificate.
			Gamekeeping	Users who are interested in gamekeeping. These are users who look for supplies for wildlife hunting, hunting equipment, lures, clothing for hunters, high seats, and periodicals on this topic.
			Paintball	Users interested in paintball. These are people who look for equipment for this sport (paintball markers, masks, protect gear), e-shops and retailers, rentals, paintball possibilities in the Czech Republic (arenas, matches, buildings).
	Current events	Users interested in domestic and global news and news about celebrities, the economy, etc.	News	Users interested in news in the Czech Republic and abroad. These people visit news websites (seznamzpravy.cz , novinky.cz , idnes.cz etc.), search for current events in the Czech Republic and around the world, look for exciting affairs from the regions, specific media and other matters related to journalism.
Tabloids			Users interested in what is going on in the world of show business and celebrities. Users visiting websites such as super.cz , extra.cz , prask.tv , etc. These people are interested in hot news and gossip from the privacy of famous Czech and international personalities - actors, singers, politicians, athletes, etc.	

Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
			Economic and financial news	Users interested in current economic affairs. These are people read websites focused on financial news (epenize.eu , mesec.cz , finance.cz). In addition, people who often visit business, economics, and finance sections of news websites.
	Model building	Users interested in model making, RC models, plastic models, models of aeroplanes, cars, trains, ships.	RC models	Users interested in model making, RC models, plastic models, car models, aeroplanes, helicopters, trains, etc. People searching for model shops, specific models, and accessories - engines, transmitters, receivers, brushes, paints, varnishes, servos, etc. Users looking for opportunities to participate in model-making competitions and races. Regular readers of model-making periodicals and viewers of videos on model-making topics.
	Dating websites	Users interested in dating agencies, dating, finding a partner, dating applications.	Dating websites	Users interested in getting to know other people and looking for a partner. These are, for example, men who look for a steady relationship or a flirt with a woman, women looking for a relationship or just a flirt, single people visiting dating websites, men looking for a flirt with a man or people looking for a lover.
	Fishing	Users interested in fishing and all the equipment for such activity.	Fishing	Users who are interested in fishing. This includes people looking for fishing equipment (rods, reels, chairs, boats) and fish ponds, people looking for information on fishing licenses and permits, users also interested in sport fishing, fishing in Norway, fishing focused on specific species such as catfish, pike, etc.
	Gardening and cultivation	Users interested in gardening, growing fruits, vegetables, herbs, flowers, and other garden-related activities.	Gardening and cultivation	Users interested in gardening and growing. This includes users who look for gardening supplies (lawnmowers, brush cutters, saws) as well as people looking for specific species of plants, crops, their seedlings and regularly visiting websites and reading articles on gardening and growing plants, herbs, fruits and vegetables.
Food and beverage 	Beverages	Users interested in alcoholic and non-alcoholic beverages, their purchase, sale, mixing cocktails.	Beverages	Users interested in various types of beverages. These people look for beverages like water, juices, cola, ionic drinks, cocktails, refreshing drinks, soy drinks. This includes users looking for milk, coffee, and tea. It also includes people looking for opportunities to purchase beverages for home consumption, as well as those interested in bars and other facilities serving beverages.

Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
			Premium alcohol	Users interested in premium alcohol. These people look for liqueurs, whiskey, vodka, gin, rum, and other spirits. These are also people who look for specific alcohol brands and purchase opportunities.
			Wine	Users who favour wine and viticulture. These people look for specific types of wines (Muscat, Pinot Gris, Merlot, Dornfelder, Riesling, Müller, Sauvignon, Chardonnay, etc.) and purchase, they find out about dates of grape harvest, the possibility of visiting wine cellars, read about famous wine regions and look for accommodation offering wine tasting.
	Cooking and recipes	Users interested in cooking, cookbooks, recipes, cookery shows and periodicals, various types of international cuisine.	Cooking and recipes	Users with a passion for cooking. This includes users looking for cookbooks, on-line recipes and tips for lunches, desserts, cakes, buns, etc. People interested in Czech and world cuisine with home cooking, searching for fitness recipes and low-carb cooking. Users watching videos and cookery shows.
			Exotic and international cuisine	Users who are interested in international cuisine. Specifically, it may include cuisine such as Oriental, Japanese, Thai, Chinese, Indian, Vietnamese cuisine. There are users interested in Spanish, French, Mexican or Australian cuisine. People looking for restaurants specialising in these types of cuisines and also people looking for these particular recipes.
	Restaurants	Users interested in restaurants and hospitality industry, including vegan and vegetarian diets.	Restaurants	Users interested in eating out. These are users who look for various types of restaurants (Thai, Oriental, Chinese, Czech) and their opening hours, table reservations, menus, reviews, etc. Also, people looking for eateries, bistros, fast food restaurants, cafes, or patisseries.
			Vegans / Vegetarians	Users interested in vegetarianism and veganism. These are people who prefer eating in vegetarian and vegan restaurants, look for recipes for this diet, favour meatless meals and regularly visit websites or read articles aimed at this community.



Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
	Healthy eating	Users interested in balance diet, diet plans and their creation, principles of healthy eating and trends related to healthy nutrition.	Food and healthy nutrition	Users who are interested in healthy eating. These people look for organic groceries, shops specialised in healthy nutrition, farm products and farmer markets, they search for advice on organic nutrition, read reviews on groceries and their contents, they are interested in healthy recipes.
	Weight loss and diet	Users interested in weight loss options and all types of diets.	Weight loss and diet	Users who are interested in weight loss and diet plans. People looking for seasonal weight loss, various types of diets (French, protein, yogurt, Cambridge, low carb), users looking for keywords such as weight oscillation, overweight, BMI index, etc. People looking for suitable recipes and information about low-carb diets, low-carb products, protein drinks, etc.
	Groceries	Users interested in purchasing and importing groceries, supermarkets, food retailers, etc.	Groceries and beverages - sale	Users interested in purchasing groceries and beverages. These are people who are look for leaflets, food delivery services or specific retail chains, supermarkets, small self-service shops, convenience stores and search for their addresses and opening hours.
Beauty and style 	Fashion	Users interested in women's, men's and children's clothing and footwear, fashion accessories, boutiques, designer clothing, fashion shows and trends.	Fashion	Users interested in fashion and related topics. These are people who look for clothes and accessories, current fashion trends, news and periodicals dealing with the world of fashion. Furthermore, these users look for fashion shows, sportswear, dresses, suits, casual wear or specific fashion brands and boutiques.
			Custom clothing and luxury fashion	Users who are interested in premium fashion brands and stores specialising in luxury goods. These people look for luxury garments, jewellery, watches, and brands such as Gucci, Versace, Dior, Lacoste, etc. It may marginally include users who are interested in luxury furniture and its custom manufacturing and generally prefer more expensive and luxury products.
			Lingerie / swimwear	Users who are interested in lingerie and swimwear. These are people who look for underwear for women and men, swimwear, shirts, stockings, or pyjamas. They look for stores offering lingerie and swimwear and read articles about current trends in this area.

Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
			Shoes	Users who are interested in footwear. This means people who are interested in fashion footwear, formal footwear, women's, and men's footwear, but also sports or seasonal footwear. People who look for shoemakers and read articles about current trends in this area.
	Cosmetics	Users interested in beauty studios and salons, cosmetic brands and products, cosmetic surgeries and treatments, face, and body care.	Face and body care	Users who are interested in face and body care. These are people who look for procedures such as lifting, depilation, rejuvenation, solariums. This also includes people who look for cosmetic products such as creams, masks, peeling, or customers interested in manicure and pedicure. Users who buy common body cosmetics and drugstore products also belong to this category.
			Hairdressing	Users interested in hairdressing and hair care services. This includes people who look for hair salons, hairstyles, haircuts, hair extensions, hair dyeing, as well as hair products and other hair care products.
			Spa and beauty salons/wellness / massages	Users who are interested in relaxing and massage services, wellness, beauty salons. This includes users look for wellness and spa treatments, various types of massages (Thai, oil, tantra) and other relaxing or romantic getaways offering body care and regeneration.
			Haircare	Users who are interested in hair care and hair products. These are people who look for shampoos, conditioners, hairdryers, hair gels, hair dyes, hairbrushes, or combs.
			Body decoration	Users who are interested in temporary or permanent tattoos, piercings, and other forms of body decoration such as body art. People looking for tattoo parlours with the option of choosing and ordering a tattoo.
			Cosmetic surgery	Users who are interested in aesthetic and plastic clinics. These people look for procedures such as breast, abdomen, eyelid plastic surgery or procedures such as mouth enlargement and chemical peeling. It also includes users looking for options to eliminate skin defects.

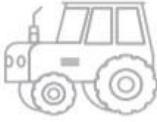
Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
			Beauty care	Users who are interested in cosmetics and make-up. Specifically, these are users who look for make-up (powder, mascara, lipstick, eye shadow, blush), skincare creams, moisturisers, sunscreens, shaving gels and foams, soaps, shower gels, etc. People who look for beauty salons, shops offering common and luxury beauty products and who read articles focusing on cosmetics in general.
	Watches, jewellery, perfumes	Users interested in wrist and pocket watches, jewellery, bracelets, necklaces, rings, earrings, brooches, fashion jewellery, men's / women's perfumes, eau de toilette.	Watches	Users who are interested in watches. This includes people looking for men's and women's watches, various types of watches (digital, analogue, water resistant, luxury), watch straps, smartwatches, as well as specific watch brands and stores.
			Jewellery	Users who are interested in jewellery. Specifically, these are users who look for bracelets, earrings, rings, fashion jewellery, but also jewellery stands or jewellery cleaning agents. This includes those interested in both common and luxury jewellery.
			Perfumes	Users who are interested in perfumes and perfumeries. These are people who look for men's and women's perfumes, scented water, fragrances, and perfume shops. People who follow new fragrances on the market and are interested in both common and luxury perfumes.
	Eyeglasses and contact lenses	Users interested in prescription glasses and sunglasses, contact lenses, eye protection.	Contact lenses	Users who are interested in contact lenses. This includes people looking for prescription lenses, disposable lenses, long-term lenses, but also those looking for lens solutions and eye drops.
			Eyeglasses	Users who are interested in glasses. These are people who look for eyeglasses, sunglasses, frames, or other types (transparent glasses, extravagant glasses, purple glasses). There are also users looking for glasses for sale and opticians.

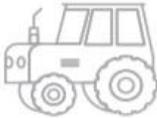
Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
Culture 	Theatre	Users interested in all forms of theatre, theatre performances, theatre festivals and associations.	Theatre	Users interested in theatres and plays. People searching for theatre names throughout the Czech Republic, looking for specific theatre plays and information about them. Regular visitors to the website of theatre databases and the website of specific theatres in order to find the programme and purchase tickets. People watching videos of theatre performances.
	Films	Users interested in movies and their reviews, film festivals, cinemas, cinema programs, DVDs, and Blu-Ray movies.	Films	Users interested in films and cinematography. People interested in film reviews, film events and festivals, on-line streaming services, cinemas, actors and actresses, directors, screenwriters, film music creators, etc. Regular visitors to film database websites to find news, watch reviews and ratings, create profiles in order to add own review of movies/series. Users visiting cinema websites, watching their programmes, and buying tickets on-line. Users watching movie trailers, teasers, film awards. Those interested in purchasing movie DVDs / Blu-rays and merchandise related to specific movies and series.
	Books and literature	Users interested in books and literature of all genres, children's fairy tales and stories, picture books, bookstores, second-hand bookshops books, libraries, poems, poetry collections, author readings, professional literature and periodicals, dictionaries, encyclopaedias, comics, electronic books and readers, audiobooks.	Audiobooks	Users interested in books converted to audiobooks. People looking for opportunities to listen to, download, or purchase audiobooks, follow reviews of newly released audiobooks and learn about the authors of the spoken word. Regular visitors to websites containing offers and audiobook databases.
			Poetry	Users interested in poetry, verses, poems. People who, in addition to searching for works, also look for their authors and publishers specialising in poetry. Regular visitors to websites or shops with the option to purchase or read published poetry.
			Comics	Users interested in comics and comic book characters. People searching for keywords such as Marvel, Avengers, DC Comics, Dark Horse Comics, names of comic book heroes, names of specialised shops, merchandises associated with the world of comics, etc. Users interested in buying new or second-hand comics, participating in festivals on this topic and comic book collectors. Regular visitors to websites, reviews, and videos with comic book issues.

Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
			Periodicals	Users interested in periodicals. People searching for periodicals of various topics such as fashion, celebrities, for men, for women, for children, RC models, fishing, football, hockey, sports, tabloids, garden, history, economics, health, technology, etc. Regular visitors to the websites of these periodicals searching for new issues and the possibility of subscribing.
			Electronic books	Users interested in e-books and book readers. People searching for book readers, either in general or by specific titles and brands, for the purpose of purchasing, servicing, reviews, instructions, etc. Readers looking for, buying, and downloading e-books.
			Classical literature	Users interested in classical, as well as contemporary literature and bestsellers. People searching for genres such as novels, fiction, detective stories, science-fiction, short stories, thrillers, horror stories, books for young adults, etc. It also includes searches by classical and contemporary authors or works. Users who follow news articles and regularly visit book database websites to track reviews, create profiles, and then rate books. It can also include looking for a bookstore or online shop.
			Professional literature	Users interested in professional literature. People looking for books of maps, encyclopaedias, technical manuals, educational and scientific literature, books related to psychology, sociology, medicine, management, etc. This includes those interested in textbooks for primary, secondary, and higher education schools.
	Music	Users interested in music of all genres, music festivals, concerts, reviews of music albums, music carriers.	Bands and concerts	Users interested in concerts of their favourite artists, as well as for active musicians and bands. Users looking for opportunities to purchase tickets to concerts and festivals, whether at counters or online. Musicians and bands visiting and creating profiles on websites with databases of amateur or professional bands and following music advertisements to search for band members, rehearsal spaces, etc. It also includes those interested in bands playing at dance events and balls.

Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
			Musical instruments and accessories	Users interested in any musical instruments and their accessories. Especially active musicians looking for musical instruments and equipment (e. g. guitars, pianos, drums, microphones, bass guitars, keyboards, flutes, violins) to purchase, sell, maintain, or learn how to play them, etc. Regular visitors to music websites interested in purchases of instruments or accessories (strings, tuners, cables, combos, mallets, bows, plectrums, mixing consoles, etc.).
			Concerts	Users interested in music concerts and festivals. People looking for specific music events - individual concerts of their favourite performers and festivals such as Rock for People, Votvírák, Brutal Assault, Sázavafest, Majáles, Masters of Rock. Regular visitors to the websites of these music events to see the program and buy tickets, as well as visitors to websites specialising in on-line sale of tickets for various concerts/festivals. It also includes users searching for videos with concert recordings and readers of reviews or reports from music events.
			Music classes	Users interested in music classes, schools, lessons, etc. People looking for opportunities to teach singing or playing musical instruments (guitar, piano, violin, flute, keyboards, drums, bass guitar, etc.). These are mainly active musical instrument players who, in addition to the necessary instruments and accessories, are also looking for websites or videos with sheet music, lessons, demonstrations of playing an instrument, etc. It also includes those interested in music camps.
			Musicals	Users interested in musicals. People looking for specific performances or musical soundtracks such as Excalibur, Jesus Christ Superstar, Robin Hood, Adams family, Carmen, Galileo, Mamma Mia, Hello dolly, Madagascar, etc. Regular visitors to theatre websites, which play mainly musicals, in order to follow programmes and buy tickets. People looking for videos with songs or melodies from musical performances.



Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
	Classical music, opera, and ballet	Users interested in classical music, composers, opera, operetta, and ballet.	Classical music, opera, and ballet	Users interested in the genre of classical music, opera, or ballet. People looking for famous artists from the history of classical music (e. g. Smetana, Dvořák, Mozart, Vivaldi, Wagner, Beethoven), but also contemporary or recent opera singers (Bocelli, Pavarotti, Plachetka, Alexandrov ensemble of songs and dances) and ballet dancers (Bubeníček brothers, etc.). Furthermore, users looking for specific events such as concerts of symphony orchestras, ballet performances (e. g. The Swan Lake) or operas (Nabucco, etc.) and visiting the specific events' websites to purchase tickets and follow the program. It also includes users who are actively involved in these music genres and look for the necessary equipment, courses, lessons.
	Exhibitions and expositions	Users interested in exhibitions, expositions, museums, fairs, galleries, workshops, etc.	Exhibitions	Users interested in cultural events such as exhibitions and fairs. People looking for various exhibitions (of paintings, tents, dogs, horses, etc.) as well as antique car owner meetings, wedding fairs, air shows, food festivals. It also includes users who search for the venues of these events and regularly visit their websites, looking for program and tickets - galleries, workshops, trade fair palaces, museums, exhibition grounds, etc.
Trade and industry 	Energy industry	Users interested in power engineering and the energy industry, energy sources, energy calculators, calculations of energy efficiency of buildings and energy consumption, saving energy, intelligent energy source control systems.	Energy industry – saving energy	Users interested in the energy industry and gas or electricity savings. People searching for energy suppliers and regularly visiting their websites in order to subscribe or follow information and news. Users searching for energy supply comparators and calculators to select a suitable supplier. Regular readers of articles on energy and tips for reducing energy consumption.
	Metallurgy and material engineering	Users interested in metallurgy and material, engineering, maintenance of machinery and equipment, sale and purchase of metallurgical material, its suppliers, and types of metallurgical material.	Metallurgy and material engineering	Users interested in metallurgy and tools for material processing. People looking for products (made of steel, iron, aluminium, etc.) such as pipes, rods, U-profiles, sheets, carriers, nets and also looking for means of their processing - galvanising, cutting, welding, etc. Regular visitors to websites containing information and offers of these products. It also includes enterprises requesting or, on the contrary, offering or processing metallurgical material.

Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
	Agriculture	Users interested in news and information related to agriculture, cultivation of crops, animal husbandry, sale, and purchase of agricultural machinery.	Agriculture	Users interested in agriculture, agricultural machinery, livestock breeding or crop production. People looking for agricultural machinery from simple tools to tractors or harvesters. It also includes those interested in organic food production and organic farming. Users who regularly visit websites and read articles on agriculture, cultivation, and breeding, as well as those interested in agricultural technology fairs.
	Advertising and marketing	Users interested in advertising and advertising trends, professional media that deal with advertising, market analysis and research, types of marketing communication, advertising, and media agencies.	Advertising and marketing	Users interested in marketing and advertising. People searching for standard keywords such as promotion, billboards, advertising campaign, marketing communication or strategy, but also searching for on-line marketing keywords - branding, RTB, Sklik, media plan, SEO, PPC, etc. Users regularly visiting websites and reading articles about news, definitions, and concepts from the world of marketing.
	Printers and printing	Users interested in printing and printers, copy centres, printing photos, photo books, posters, and other promotional materials.	Printing and DTP	Users interested in printing, especially banners, posters, and other promotional items. People looking for copy centres or companies offering printing. It may also include the particular companies themselves offering such services. In addition to printing for advertising purposes, it also contains those interested in printing items for private purposes such as photo books, wall posters, paintings on canvas, photographs for the album, special mugs, pillows, etc.
Printers			Users interested in printers and accessories. People looking for printers of various types - dot matrix, inkjet, laser, multifunction ones. Also, people searching for accessories, such as toners, inks, cartridges, papers. Users not only interested in purchasing printers, but also visiting websites with reviews, information, printer drivers. This also includes printer sellers.	
Real estate 	Real estate auctions	Users interested in auctions and the sale / purchase of land, houses, flats and secondary homes, real estate auctions in foreclosure, catalogues of auctioned objects.	Real estate auctions	Users interested in auctions of buildings or land. People looking for opportunities to participate in the auctions of apartments, houses, land, secondary homes, or real estate in foreclosure. Regular visitors to real estate auction websites. Furthermore, it also includes users offering their real estate through an auction.

Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
	Apartments - purchase	Users interested in selling / purchasing an apartment through a real estate agency, as well as without its assistance.	Apartments - purchase	Users offering or requesting apartments for sale. People who regularly visit websites with offers of flats and look for flats of various types of sizes, studios, garret flats, etc. Those interested in buying a flat, either through a real estate agency or without its assistance. Apartment owners advertising their sales offers.
	Apartments - rental	Users interested in renting / leasing an apartment through a real estate agency, as well as without its assistance.	Apartments - rental	Users offering or requesting apartment rentals. People who regularly visit websites with offers of apartments for rent. Those interested in renting a studio or apartment of any type and size, either through a real estate agency or without its assistance. Apartment owners advertising their rental options.
	Houses - purchase	Users interested in selling / buying a house through a real estate agency, as well as without its assistance.	Houses - purchase	Users offering or requesting houses for sale. People who regularly visit websites with offers of houses and look for family houses, farms, villas, turnkey houses, etc. Those interested in buying a house, either through a real estate agency or without its assistance. House owners advertising their sales offers.
	Houses - rental	Users interested in renting / leasing a house through a real estate agency, as well as without its assistance.	Houses - rental	Users offering or requesting house rentals. People who regularly visit websites with offers of houses for rent. Those interested in renting family or luxury houses or villas, either through a real estate agency or without its assistance. House owners advertising their rental options.
	Commercial premises and real estate	Users interested in selling, renting, and buying commercial space and real estate abroad.	Commercial premises	Users interested in selling, renting, and buying commercial premises. People who regularly visit websites with offers for such premises, whether to search or place advertisements. Especially companies or entrepreneurs who look for office spaces with the possibility of their use, but also real estate agencies offering such possibilities.
Real estate abroad			Users interested in buying, selling, or renting apartments, houses, land, holiday facilities and other types of real estate abroad. People looking for housing abroad regardless of the type of destination and determining the prices of real estate and the possibilities of their financing. Users who regularly visit websites with offers of real estate abroad, whether to search or place an advertisement.	

Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
	Land	Users interested in the sale, purchase and repurchase of land lots, price mapping and cadastral maps, land contracts.	Land	Users interested in selling or buying land. People searching for plots, price mapping and cadastral maps, land contracts, methods of financing land transactions, etc. People regularly visiting websites with land offers, whether to search or place an advertisement.
	Holiday facilities	Users interested in the sale, rental and purchase of cottages and other holiday facilities.	Holiday facilities	Users interested in the sale, rental and purchase of cottages, cabins, and other holiday facilities. People who regularly visit the websites with offers of such facilities, whether to search or place an advertisement. It also includes users who want to build a cottage, cabin or other holiday facility and look for information and construction options.
Family 	Weddings	Users interested in planning a wedding, wedding dresses, decorations, arranging wedding receptions, wedding agencies.	Weddings	Users interested in weddings and wedding-related topics. People looking for wedding dresses, fairs, announcements, bouquets, greeting cards, cakes, decorations, games, hairstyles, resorts for weddings and banquets, etc. It also includes users looking for tips and premises for bachelor parties.
	Pregnancy	Users interested in the topic of starting a family, choosing a child's name, standard and alternative methods of childbirth, birth plans, nutrition during pregnancy, choosing a maternity hospital.	Pregnancy	Users with typical interests related to pregnancy. In particular, future mothers looking for information and advice on childbirth, nutrition, or physical activities during pregnancy, what is needed to take to the maternity hospital, etc. People browsing boy's or girl's names, buying clothes and other equipment for new-borns, regularly visiting websites, or watching videos dealing with pregnancy and childbirth.
			Strollers	Users interested in strollers and their accessories. Parents looking for various brands and types of strollers, shops and services specialising in the sale or repair of strollers. People visiting sites with reviews and information on strollers.
	Infants and toddlers	Users interested in breastfeeding of new-borns and infants, mother and child health, baby foods, baby porridge and food supplements for mother and child, pacifiers, baby	Car seats	Users interested in child car seats and their accessories. People searching for various brands of car seats and their accessories or fittings such as insoles, neckerchiefs, etc. Users looking for retailers and second-hand shops to buy car seats and visiting websites or watching videos with information and reviews of car seats.

Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
		monitors, disposable and cloth diapers, toys for infants.	Products for infants	Users interested in information on breastfeeding utensils. Parents looking for pacifiers, suction cups, baby bottles and water, bottle warmers, sterilisers, etc. It also includes users who regularly visit websites and read articles on breastfeeding containing advice on this period of child development.
			Infant nutrition and breastfeeding	Users interested in infant nutrition and information on breastfeeding. People looking for baby water, nutrition suitable for infants, advice on various breastfeeding issues, tips for proper breastfeeding, harmfulness of certain foods or baby medicines, etc. Users who regularly visit websites and read articles on breastfeeding containing advice on this period of child development.
			Baby diapers	Users interested in information on baby diapers - disposable, organic, cotton, etc. Parents regularly buying diapers, looking for various types of diapers, their brands, promotion, and discounts in stores, etc. Users regularly visiting websites and looking for articles containing information, comparisons, and tips on baby diapers. People looking for diaper changing videos and tips.
			Toys for infants	Users interested in toys for babies, infants, toddlers. Parents looking for toys for children under 3 years of age, such as rattles, cubes, soft toys, music carousels above baby beds, etc. It includes users who regularly visit websites and read articles with tips on children's toys, and who search for e-shops with toys, their addresses, and opening hours of their branches.
	Families with children	Users interested in strollers, car seats, children's clothing of all kinds, babysitting, nannies and caregivers, toys for children, activities for children (circles, hobby organisations).	Babysitting	Users interested in babysitting services. Parents looking for childcare agencies, au pairs, nannies, babysitters, temporary workers interested in babysitting, etc. Users who regularly visit websites offering these services.
			Preschools	Users interested in preschools or nurseries. Parents of preschool children searching for facilities or nurseries for their children, for information about them and enrolment options. In addition to searching for preschools, the visitors also read articles or visit websites related to preschool children.

Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
			Textbooks for children	Users interested in children's textbooks for primary and secondary schools. It includes both parents and children, looking for textbooks of English, mathematics, biology, history, physics, and other subjects belonging to the elementary school and higher school curriculum. It may also include searching for and visiting the websites of specific publishers that specialise in publishing textbooks for younger students.
			Children's clothing	Users interested in winter or summer children's clothing. Parents or children looking for children's jackets, sweatshirts, T-shirts, hats, vests, swimwear, dresses, backpacks, etc. It also includes users who regularly visit e-shops with children's fashion or look for the addresses and opening hours of their branches.
			Children's literature	Users interested in children's literature - both classical fairy tales and modern children's fiction. Children or parents searching in e-shops for children's literature categories or specific titles of children's books. This category also includes books for infants such as various picture books and pop-up books, as well as books for young readers such as Harry Potter, The Chronicles of Narnia, books written by Astrid Lindgren, etc.
			Elementary school	Users interested in information about primary school and topics related to studying. Parents of pupils or pupils themselves, interested in buying school supplies or textbooks and looking for information about holidays, benefits, problematic behaviour at school or even attention disorders. People looking for primary schools throughout the Czech Republic and finding out information about curriculums, subjects, teachers at the 1 st and 2 nd grade of elementary schools.
			Children's room	Users interested in equipment and furniture for children's rooms. Especially parents buying baby beds, wardrobes, tables, chairs, chests of drawers, carpets, mattresses, and other furniture ideal for furnishing the children's room interior. It also includes future parents looking for diaper changing tables, etc.

Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
	Games and toys	Users interested in any toys for young and older children, as well as those interested in a board or card games, puzzles, knowledge board games, etc.	Board games and other games	Users interested in board, social, card and other similar games. People looking for classic games like Pick a Pair, Monopoly, Ludo game, and at the same time, people interested in modern board games such as Arkham horror, The Sorcerer, The Lord of the Rings, Dobble, Bang!, Ubongo and more. Users who regularly visit websites or watch videos providing information, reviews and advice on board games and who look for enterprises (pubs) with the possibility of playing games, as well as people interested in standard or 3D puzzles or table football/hockey.
			Toys	Users interested in toy stores and toys of all kinds. It includes both children and parents looking for kits, RC models, soft toys, puzzles, rocking horses, car tracks, car models, logic games, figures, etc. People who regularly visit the websites and e-shops of toy retailers and search for addresses or opening hours of brick-and-mortar toy stores.
Betting 	Betting and bookmakers	Users interested in betting and betting games at brick-and-mortar and on-line brokers.	On-line betting	Users interested in betting, mainly on-line betting. People searching for the names of online brokers and regularly visiting their websites, internet of mobile sports betting. It includes not only sports bettors, but also those interested in various lotteries, jackpots, etc.
			Betting offices	Users interested in betting, focusing on particular bookmakers. People searching for the names of betting companies and regularly visiting their websites for betting, finding out current sports or other results, comparing betting odds, checking tickets, etc. It also includes users who search for addresses and opening hours of bookmakers' branches.

Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category	
Sports 	Soccer	Users interested in sports equipment and accessories for soccer players, soccer competitions and clubs, soccer on-line broadcasts, results of soccer matches.	Soccer	Users interested in soccer and futsal. Active soccer players looking for soccer gear, e.g. balls, jerseys, soccer boots, training equipment. Soccer fans watching soccer on-line broadcasts, visiting sports websites and following news, looking for information and articles about the Czech national team and their favourite soccer clubs or players not only from the Czech league, but also players of international leagues, including European Cups. Users watching major soccer tournaments such as the European Championships and the World Championships.	
	Ice Hockey	Users interested in sports equipment and accessories for ice hockey players, ice hockey competitions and clubs, ice hockey on-line broadcasts, results of ice hockey matches.	Ice Hockey	Users interested in ice hockey. Active ice hockey players looking for ice hockey equipment, sticks, pucks, and other gear. Ice hockey fans watching on-line live broadcasts, live results, visiting ice hockey websites and following news, looking for information about the Czech national team as well as their favourite clubs or players of the Czech league and the most famous international leagues, NHL and KHL. Users watching world ice hockey tournaments such as the World Cup.	
	Extreme sports		Users interested in adrenaline sports and equipment for such sports - bungee jumping, BMX, bouldering, mountaineering, freeriding, kiting, longboarding, single track, skateboarding, paragliding, parkour, rafting, surfing, windsurfing.	Martial arts	Users interested in at least one of the types of martial arts, such as MMA, wrestling, judo, karate, boxing, aikido, kung-fu. People visiting websites and following news about martial arts, watching conversations with famous boxers or MMA wrestlers, as well as active wrestlers, looking for equipment such as boxing gloves, kicking bags, etc.
				Skydiving, hang-gliders, paragliding	Users interested in parachuting, skydiving, hang gliding or paragliding. People visiting websites and reading articles about these sports and looking for parachute jumps, tandem jumps, courses, and pilot training courses, both for themselves and as a possibility of gift cards provided by discount and other portals.
				Deep diving	Users interested in deep diving, cave, and freediving, etc. People visiting websites and reading articles about diving, beginners interested in diving courses, training and looking for dive masters. Active divers looking for ideal diving destinations and gear for this sport such as diving masks, goggles, and monitors.

Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
			Mountaineering	Users interested in rock climbing or climbing of artificial walls as well as bouldering or mountaineering. People visiting websites, reading articles, and watching videos about mountaineering. Active athletes looking for climbing courses, training, walls, and equipment such as ropes, snap-links, climbing shoes, etc.
	Individual sports	Users interested in individual sports and their equipment - golf, yachting, running, martial arts (judo, karate, wrestling, etc.), sport shooting, archery.	Tennis	Users interested in tennis. People visiting men's or women's tennis websites and following news, watching on-line broadcasts or live results, finding out about the current state of WTA / ATP rankings and tennis tournaments or grand slams - Wimbledon, French Open, Australian Open, Fed Cup, Davis Cup. Active tennis players looking for tennis courts, lessons, trainings, coaches, and equipment such as rackets, balls, shoes, or clothing.
			Golf	Users interested in golf. Sports or hobby golfers looking for golf greens, lessons, and equipment such as golf clubs, balls, or shoes. Golf fans visiting websites and following news about golf tournaments such as the PGA tour and watching on-line broadcasts, live scores, or interviews with golfers.
			Yachting	Users interested in yachts, catamarans, houseboats, motorboats, regattas, and marinas. People dedicated to sports or hobby yachting, watching yachting races and visiting websites, reading articles, periodicals or watching videos about this sport. Those interested in purchasing a boat or yachting gear. Beginners looking for sailing courses and license options.
			Surfing, windsurfing, wakeboarding, kiting	Users interested in surfing and similar water sports - water skiing, power-kiting, kiteboarding, windsurfing, wakeboarding. People visiting websites, reading articles, and watching videos about such sports. Active surfers looking for surfing destinations, rentals, camps, equipment such as surfboards, wetsuits, wakeboards, water skis, etc. Beginners looking for surfing schools, courses, coaches.



Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
			Horse riding	Users interested in equestrian sport and horse riding. People engaged in equestrian sports or hobby horse riding - looking for stables, riding halls, fodder, necessary equipment such as tights, whips, clothes, helmets. Beginner riders interested in riding courses, lessons, and coaches. Fans visiting horse websites and looking for information on equestrian competitions, fairs, shows, etc.
	Summer sports	Users interested in typical summer sports and their equipment - athletics, swimming, inline skating, beach volleyball, streetball, cycling, frisbee, rowing, pétanque, racquet sports.	Athletics	Users interested in athletic disciplines, such as pole vault, decathlon, triple jump, weightlifting, running, etc. Active athletes looking for athletic equipment, training aids or areas - stadiums, ovals, arenas. Fans visiting websites, reading articles, following news or videos about their favourite athletic disciplines, and watching world or European athletics competitions, including the Olympic Games.
			Cycling	Users interested in road cycling or off-road (mountain) biking. Sports or hobby cyclists looking for cycling routes, races or cycling equipment such as bicycles, gloves, shoes, glasses, jerseys, helmets, etc. Cycling fans visiting websites, reading articles, following news or videos about their favourite cycling sports, and watching events like Tour de France, Giro d'Italia, etc.
			Running/jogging	Users interested in running or jogging. Mostly active athletes who do this sport competitively or as hobby, watching websites and videos about running and looking for running gear - shoes, pants, jackets, watches, etc. People interested in various running races and marathons such as Runczech, Runtour, Colour Run, Vltava Run, etc.
			Water activities	Users interested in swimming and other water activities. Active swimmers, but also, for example, families with children looking for aquaparks, water worlds, swimming pools, beaches, outdoor swimming pools, whirlpools, saunas, etc. People buying water or beach, such as swimwear, water toys, inflatable rafts, swim sleeves, beach tents, blankets, sunscreens, etc.

Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
	Winter sports	Users interested in typical winter sports - downhill skiing, snowboarding, cross-country skiing, biathlon, curling, speed skating, ski jumping, sleigh and bobsleigh.	Skis	Users interested in downhill skiing. People who are active skiers, looking for slopes or ski resorts in the Czech mountains or abroad and buying equipment needed, such as skis, poles, hats, helmets, mittens, jackets, ski cases, children's protectors, etc. Fans of skiing, regularly watching videos, reading articles, and visiting websites about their favourite skiing disciplines such as Alpine skiing, freestyle, slalom, etc.
			Snowboarding	Users interested in snowboarding and snowboarding disciplines - freeride, freestyle, slalom, super-G, etc. People who are active snowboarders, looking for snow parks and special snowboard shops to buy equipment needed to practice this sport - snowboards, mittens, helmets, jackets, boots, pants, etc. Fans who regularly watch videos, read articles, and visit websites about snowboarding. Users interested in similar sports such as skateboarders can also be attracted.
	Fitness and dance	Users interested in fitness studios and gyms, training plans and types of exercises, diet plans, body shaping, fitness nutrition, dance, dance studios, dance styles, gear, and equipment for dancers.	Fitness	Users interested in fitness and related sports activities suitable for maintaining the physical shape and a healthy, firm, slim body – working out, aerobics, spinning, Zumba, circular training, etc. People looking for fitness centres, power plate centres, saunas, gyms, coaches, 30-day challenges or tools suitable for exercise and working out at home - dumbbells, gymnastic balls, massage foam rollers, stationary bikes, treadmills, skipping ropes. Regular visitors to websites, readers of articles, and viewers of videos not only about working out and power training but also about healthy lifestyle and recipes to keep fit.
			Dance	Users interested in ballroom dancing (waltz, polka, tango, etc.), ballet, street dance, Zumba, tap dance, belly dance and more. People looking for dance classes, studios, accessories - shoes, dresses, suits. Regular visitors to websites and viewers of videos related to dancing and dance classes.

Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
	Sports equipment	Users interested in bicycles and cycling equipment and those interested in sports shops to purchase sportswear, equipment, and other necessities for various sports activities.	Bicycles	Users who are actively involved in cycling, mainly in road and mountain bikes, whether it is women's, men's, children's bikes, folding or racing bikes, etc. People looking for information on bikes, well-known brands, repair shops or tips for bike maintenance as well as purchase options - retailers or second-hand shops.
			Sales of sports equipment	Users engaged in sports activities of any type, with a closer focus on sports equipment and gear. Their interest is specified primarily by searching for the most famous sports shops with the option of purchasing goods on-line or visiting a brick-and-mortar store.
	Motorsports	Users interested in motorsports - Formula One and other formula series, rallies, motorcycle races, Moto GP, uphill races, buggy races, World Touring Car Championship (WTCC), NASCAR circuit races.	Motorsports	Users interested in various motorsports. People searching for information and visiting websites or reading articles about their favourite car or motorcycle races - Formula One, Nascar, Superbike, Rally, Moto GP, tractor races, etc. Fans of these sports watching live broadcasts, recordings, or on-line results of ongoing races.
	Basketball	Users interested in sports equipment and accessories for basketball players, basketball competitions and clubs, on-line broadcasts, and basketball game results.	Basketball	Users interested in basketball. Active basketball players looking for basketball equipment such as balls, jerseys, shoes, basketball hoops, etc. Basketball fans watching on-line broadcasts or results, visiting sports websites, looking for news and information and reading articles about the Czech basketball team as well as their favourite clubs not only in the Czech NBL league but also international leagues - especially results of the most famous NBA.
	Floorball	Users interested in sports equipment and accessories for floorball players, floorball competitions and clubs, on-line broadcasts, and results of floorball matches.	Floorball	Users interested in floorball. Active floorball players looking for floorball equipment, sticks, balls, wickets, and other equipment. Floorball fans watching on-line live broadcasts, live results, visiting websites and following news related to floorball, searching for information about the Czech national team as well as their favourite clubs in the Czech or international league, and watching famous floorball tournaments - Czech Open, floorball World Championships, Prague Games, etc.

Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
Employment and education 	Education	Users interested in management training, courses and lessons, leadership styles, self-improvement, certification, MBA, languages, re-training courses, etc.	Management training	Users interested in obtaining or expanding their managerial skills. People looking for MBA (Master of Business Administration) and leadership training, management, communication, coaching, project management, etc. People regularly visiting websites and reading articles related to managerial work and managerial concepts such as brainstorming, benchmarking, etc.
			Training and education	Users interested in various training or re-training courses, workshops, etc. People looking for opportunities to expand their education, either by participating in courses or by online lessons or e-learning. Regular visitors to websites offering current courses in various disciplines, as well as those interested in driving schools in order to obtain a driver's license.
			Language education	Users interested in language courses and schools. People looking for opportunities to obtain certificates in foreign languages - English, French, German, Russian, Spanish, and more. Users buying foreign language textbooks, books, and visiting websites or watching videos with foreign language lessons or exams. It also includes those interested in language studies abroad.
	University / College students	Users interested in studying at state and private higher education institutions – universities and colleges, school selection counselling, preliminary years, preparation for entrance tests and exams, theses, and their processing.	University / College	Users interested in studying at a university or college, either in the school selection phase or in the study phase. People looking for information about universities/colleges/vocational education across the Czech Republic, finding out information about application options, information about NSZ or SCIO tests, dates of open days, conditions for obtaining degrees, etc. There are also present university/college students who look for opportunities to purchase textbooks, materials for seminar papers, samples, and materials for writing theses.



Main categories	Field of interest	Description of the field of interest	Contextual category	Description of the contextual category
	Students of last years of secondary schools	Users interested in school-leaving exams, questions, and study materials for graduation exams.	Secondary school and school-leaving exams	Users interested in secondary school education and school-leaving exams. People looking for information about secondary schools, grammar schools, economic and pedagogical secondary schools, vocational schools, etc. Students getting ready for school-leaving exams, looking for materials, textbooks and curricula needed to finish secondary school and pass the exams, students searching for requirements to pass written and oral state examinations. It also includes students looking for premises for ribbon parties and options where to celebrate the graduation.
	Job offers	Users interested in job positions, recruitment agencies.	Part-time jobs, work from home	Users interested in earning money as part-time workers or working from home. People visiting websites with current job offers. Mostly students looking for summer or one-time jobs or for the possibility of permanent extra income while studying. It also includes working people who look for a second job besides their permanent employment.
			Job offers	Users interested in work of any kind or industry. It covers people interested in both the full-time employment, as well as potential part-time workers. People who regularly visit websites with job offers and advertisements, looking for opportunities to send CVs, conditions of employment, job descriptions, advice for successful interviews, recruitment agencies, sample employment contracts, job opportunities abroad, etc. It can also include HR departments of companies offering work and placing advertisements on websites
Health and shopping 	Health	Users interested in medical care, physicians, surgeries, pharmacies, hospitals and their specific departments, emergency rooms, dentists, healers.	Medical care	Users interested in pharmacies and medical care of all kinds. People looking for hospitals, general practitioners, surgeries, clinics, pharmacies, and the opportunity to purchase medicine on-line. People interested in vaccinations or examinations in specific departments such as gynaecology, surgery, orthopaedics, dental emergency, eye clinics, etc. There are also parents looking for paediatricians, users seeking information about health insurance companies and those interested in medical examinations necessary, for example, when starting a new job.