

## AUDIENCE PROFILE

### THE DATELESS BUT NOT DESPERATE



This is the modern-day career woman living in the big city. She takes no prisoners and is the ultimate girl boss. With high standards, she knows what she wants in all aspects of her life, especially with relationships.

These women won't settle for less than they deserve, and shouldn't because they're a catch. These are sophisticated and educated women whose independence has persevered in a male-driven world. Their jobs are in management positions where they lead a team with dignity and class. Their style is sleek and trendy, with them keeping up with all the latest styles. And it doesn't just stop at the clothes. Her shoe collection is unrivaled with accessories galore adorning each outfit. When she isn't being a girl boss, she is reading thought-provoking books and nurturing her mind, not wasting hours glued to her phone scrolling through social media. You can find this woman going out of her comfort zone, but not outwardly looking for a man. If it happens it does, but if not she's a strong, independent woman who doesn't need a man.



THE CIGAR AND SCOTCH CLUB