

How Does YouTube Contextual Targeting Works?

Category Targeting



How It Works

Advertisers can target specific topics to display in their ad content. This approach allows them to select from a range of broad industries to more specific ones.

Explore the list of topics available for your video ad.

What categories are available?

- | | | | |
|---|---|---|---|
|  Arts & Entertainment |  Food & Drink |  Law & Government |  Reference |
|  Autos & Vehicles |  Games |  News |  Science |
|  Beauty & Fitness |  Health |  Online Communities |  Shopping |
|  Books & Literature |  Hobbies & Leisure |  People & Society |  Sports |
|  Business & Industrial |  Home & Garden |  Pets & Animals |  Travel |
|  Computers & Electronics |  Internet & Telecom |  Real Estate |  World Localities |
|  Finance |  Jobs & Education | | |

[Read our blog to get for more details](#)



Topic

Arts & Entertainment

Categories

- Celebrities & Entertainment News
- Comics & Animation
- Entertainment Industry
- Events & Listings
- Fun & Trivia
- Humor
- Movies
- Music & Audio
- Offbeat
- Online Media
- Performing Arts
- TV & Video
- Visual Art & Design



Topic

Autos & Vehicles

Categories

- **Bicycles & Accessories**
- **Boats & Watercraft**
- **Campers & RVs**
- **Classic Vehicles**
- **Commercial Vehicles**
- **Custom & Performance Vehicles**
- **Motor Vehicles (By Brand)**
- **Motor Vehicles (By Type)**
- **Personal Aircraft**
- **Vehicles Codes & Driving Laws**
- **Vehicle Parts & Services**
- **Vehicle Shopping**
- **Vehicle Shows**



Topic

Beauty & Fitness

Categories

- **Beauty Pageants**
- **Beauty Services & Spas**
- **Body Art**
- **Cosmetology & Beauty Professionals**
- **Face & Body Care**
- **Fashion & Style**
- **Fitness**
- **Hair Care**
- **Weight Loss**





Topic

Books & Literature

Categories

- Audiobooks
- Book Retailers
- Children's Literature
- E-Books
- Fan Fiction
- Literary Classics
- Magazines
- Poetry
- Writers Resources



Topic

Business & Industrial

Categories

- Advertising & Marketing
- Aerospace & Defense
- Agriculture & Forestry
- Automotive Industry
- Business Education
- Business Finance
- Business Operations
- Business Services
- Chemicals Industry
- Construction & Maintenance
- Energy & Utilities
- Hospitality Industry
- Industrial Materials & Equipment
- Manufacturing
- Metals & Mining
- Pharmaceuticals & Biotech
- Printing & Publishing
- Professionals & Trade Associations
- Retail Trade
- Shipping Logistics
- Small Business
- Textiles & Nonwovens

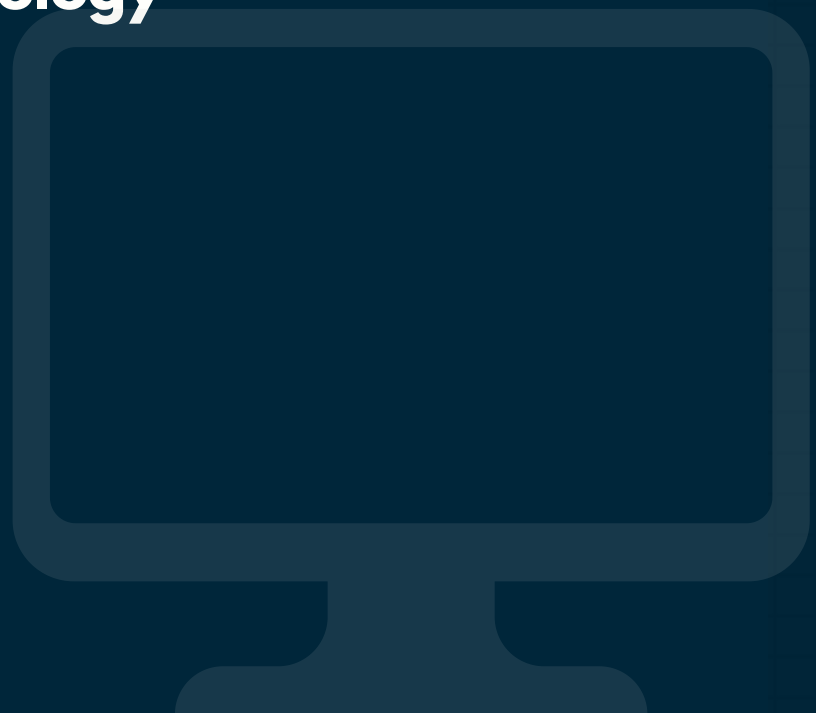


Topic

Computers & Electronics

Categories

- CAD & CAM
- Computer Hardware
- Computer Security
- Consumer Electronics
- Electronics & Electrical
- Enterprise Technology
- Networking
- Programming
- Software





Topic

Finance

Categories

- **Accounting & Auditing**
- **Banking**
- **Credit & Lending**
- **Crowdfunding**
- **Financial Planning & Management**
- **Grant, Scholarships & Financial Aid**
- **Insurance**
- **Investing**
- **Food & Drink**





Topic

Food & Drink

Categories

- **Beverages**
- **Cooking & Recipes**
- **Food**
- **Food & Grocery Delivery**
- **Food & Grocery Retailers**
- **Restaurants**





Topic

Games

Categories

- **Arcade & Coin-Op Games**
- **Board Games**
- **Card Games**
- **Computer & Video Games**
- **Dice Games**
- **Educational Games**
- **Family-Oriented Games & Activities**
- **Party Games**
- **Puzzles & Brainteasers**
- **Roleplaying Games**
- **Table Games**
- **Tile Games**
- **Word Games**



Topic

Health

Categories

- Aging & Geriatrics
- Alternative & Natural Medicine
- Health Conditions
- Health Education & Medical Training
- Health Foundations & Medical Research
- Medical Devices & Equipment
- Medical Facilities & Services
- Medical Literature & Resources
- Men's Health
- Mental Health
- Nursing
- Nutrition
- Oral & Dental Care
- Pediatrics
- Pharmacy
- Public Health
- Reproductive Health
- Substance Abuse
- Vision Care
- Women's Health



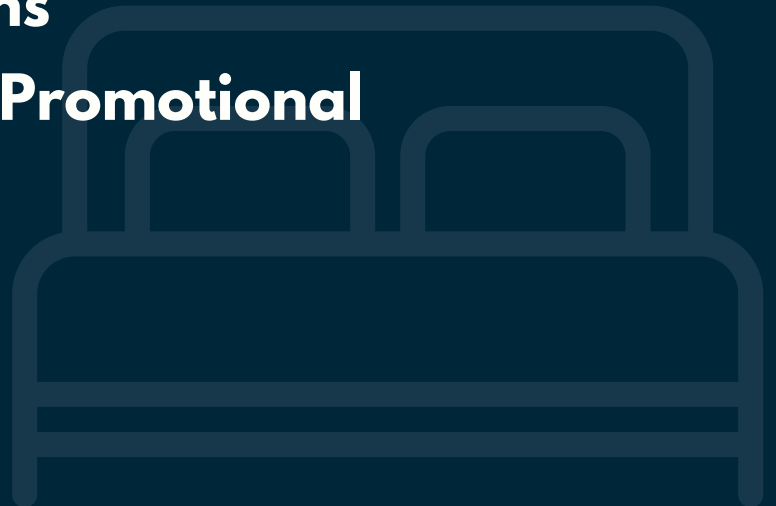


Topic

Hobbies & Leisure

Categories

- Clubs & Organizations
- Crafts
- Merit Prizes & Contests
- Outdoors
- Paintball
- Radio Control & Modeling
- Recreational Aviation
- Special Occasions
- Sweepstakes & Promotional Giveaways
- Water Activities





Topic

Home & Garden

Categories

- **Bed & Bath**
- **Domestic Services**
- **HVAC & Climate Control**
- **Home & Interior Décor**
- **Home Appliances**
- **Home Furnishings**
- **Home Improvement**
- **Home Safety & Security**
- **Home Storage & Shelving**
- **Home Swimming Pools, Saunas & Spas**
- **Household Supplies**
- **Kitchen & Dining**
- **Laundry**
- **Patio, Lawn & Garden**
- **Pest Control**





Topic

Internet & Telecom

Categories

- **Communications Equipment**
- **Email & Messaging**
- **Mobile & Wireless**
- **Search Engines**
- **Service Providers**
- **Teleconferencing**
- **Web Apps & Online Tools**
- **Web Portals**
- **Web Services**





Topic

Jobs & Education

Categories

- Education
- Internships
- Jobs





Topic

Law & Government

Categories

- **Government**
- **Legal**
- **Military**
- **Public Safety**
- **Social Services**





Topic

News

Categories

- **Broadcast & Network News**
- **Business News**
- **Gossip & Tabloid News**
- **Health News**
- **Journalism & News Industry**
- **Local News**
- **Newspapers**
- **Politics**
- **Sports News**
- **Technology News**
- **Weather**
- **World News**





Topic

Online Communities

Categories

- **Blogging Resources & Services**
- **Dating & Personals**
- **Feed Aggregation & Social Bookmarking**
- **File Sharing & Hosting**
- **Forum & Chat Providers**
- **Online Goodies**
- **Online Journals & Personal Sites**
- **Photo & Video Sharing**
- **Social Networks**
- **Virtual Worlds**





Topic

People & Society

Categories

- Disabled & Special Needs
- Ethnic & Identity Groups
- Family & Relationships
- Men's Interests
- Religion & Belief
- Self-Help & Motivational
- Seniors & Retirement
- Social Issues & Advocacy
- Social Sciences
- Subcultures & Niche Interests
- Women's Interests





Topic

Pets & Animals

Categories

- **Animal Products & Services**
- **Pets**
- **Wildlife**





Topic

Real Estate

Categories

- **Property Development**
- **Real Estate Listings**
- **Real Estate Services**





Topic

Reference

Categories

- **Directories & Listings**
- **General Reference**
- **Geographic Reference**
- **Humanities**
- **Language Resources**
- **Libraries & Museums**
- **Technical Reference**





Topic

Science

Categories

- **Astronomy**
- **Biological Sciences**
- **Chemistry**
- **Computer Science**
- **Earth Sciences**
- **Ecology & Environment**
- **Engineering & Technology**
- **Mathematics**
- **Physics**
- **Scientific Equipment**
- **Scientific Institutions**





Topic

Shopping

Categories

- **Antiques & Collectibles**
- **Apparel**
- **Auctions**
- **Classifieds**
- **Consumer Resources**
- **Discount & Outlet Stores**
- **Entertainment Media**
- **Gifts & Special Event Items**
- **Green & Eco-Friendly Shopping**
- **Luxury Goods**
- **Mass Merchants & Department Stores**
- **Photo & Video Services**
- **Shopping Portals**
- **Swap Meets & Outdoor Markets**
- **Toys**
- **Wholesalers & Liquidators**

Topic

Sports

Categories

- **Animal Sports**
- **College Sports**
- **Combat Sports**
- **Extreme Sports**
- **Fantasy Sports**
- **Individual Sports**
- **International Sports Competitions**
- **Motor Sports**
- **Sport Scores & Statistics**
- **Sporting Goods**
- **Sports Coaching & Training**
- **Sports Fan Gear & Apparel**
- **Team Sports**
- **Water Sports**
- **Winter Sports**



Topic

Travel & Transportation

Categories

- **Hotels & Accommodations**
- **Luggage & Travel Accessories**
- **Specialty Travel**
- **Tourist Destinations**
- **Transportation**
- **Travel Agencies & Services**
- **Travel Guides & Travelogues**



Topic

World Localities

Categories

- Africa
- Asia
- Europe
- Latin America
- Middle East
- North America
- Oceania
- Polar Regions

