

# STEP: Define your audience, budget and schedule

## Audience

Define who you want to see your ads. [Learn more.](#)

NEW AUDIENCE ▾

Custom Audiences ⓘ

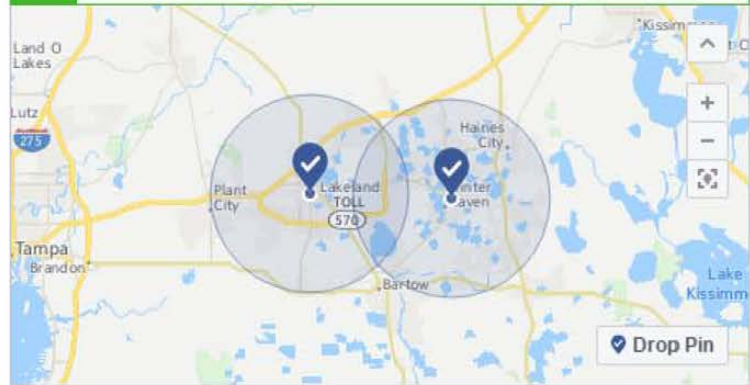
Exclude | Create New ▾

Locations ⓘ

- United States
- Lakeland, Florida** + 10mi ▾
- Winter Haven, Florida** + 10mi ▾

Include ▾ | Add locations

2 locations successfully added. ✕



Add Bulk Locations...

Age ⓘ  -

Gender ⓘ

Languages ⓘ

Detailed Targeting ⓘ **INCLUDE** people who match at least ONE of the following ⓘ

## Audience Definition



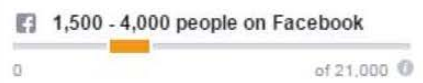
Your audience is defined.

### Audience Details:

- Location - Living In:
  - United States: Lakeland (+10 mi), Winter Haven (+10 mi) Florida
- Excluded Connections:
  - Exclude people who like Lux Remodeling LLC
- Age:
  - 25 - 34
- People Who Match:
  - Education Level: College grad
- Placements:
  - Facebook Feeds and Facebook Right Column

**Potential Reach: 25,000 people**

### Estimated Daily Reach



This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.