Alchemy.ai’s IAB++ Taxonomy extends the standard Interactive Advertising Bureau Quality Assurance Guidelines to over 1000 categories for superior audience targeting and information routing. This taxonomy defines contextual content categories for up to 5 different tiers. The first tier is a broad level category commonly used as a targeting depth for either category/portal, site section or page. Tier 2 categories and greater are additional categories nested under Tier 1 categories.

**art and entertainment**
- books and literature
- best-sellers
- children's books
- e-books
- fan fiction
- magazines
- mythology
- non-fiction
- poetry
- reference books
- romance novels
- science fiction
- textbooks
- celebrity fan and gossip
- comics and animation
- anime and manga
- cartoons
- comics
- dance
- ballet
- ballroom dance
- belly dance
- modern dance
- pole dancing
- humor
- movies
- film festivals and awards
- movies and tv
- action
- animated
- bollywood
- children's
- classics
  - silent films
- comedies
- cult classics
- documentaries
- dramas
- horror
- independent
- movies
  - reviews
  - trailers
- reality
- romantic comedies
- talk shows
- television
- thrillers
- westerns
- music
  - music genres
    - blues
    - classical music
    - country music
  - easy listening
  - electronic music
  - folk music
  - hip hop
  - jazz
  - opera
  - pop music
  - punk
  - religious music
  - rock music
  - ska
  - soul music
  - soundtracks
  - world music
  - music reference
    - music composition and theory
    - sheet music
  - musical instruments
    - drums
    - guitars
    - pianos
  - recording industry
    - music awards
    - record labels
  - singing
- radio
  - podcasts
  - radio programs
  - talk radio
- shows and events
  - beauty contest
  - circus
  - classical concert
  - concert
  - conference
  - exhibition
  - fair
  - festival
  - sports event
- theatre
  - theatre awards
  - theatre companies
- visual art and design
  - architecture
  - art and craft supplies
  - art museums and galleries
  - arts education
  - design
    - graphic design
    - industrial and product design
    - interior design
  - digital art
  - drawing

**automotive and vehicles**
- auto parts
- auto repair
- bicycles and accessories
  - mountain bikes
- boats and watercraft
- buying and selling cars
- campers and rvs
- cars
  - car culture
  - car industry
  - convertible
  - coupe
  - crossover
  - diesel
  - hatchback
  - hybrid
  - luxury
  - performance vehicles
  - sedan
  - vintage cars
  - wagon
- certified pre-owned
- commercial vehicles
- electric vehicles
- minivan
- motor shows
- motorcycles
- off-road vehicles
- road-side assistance
- scooters and mopeds
- trucks and suvs
  - pickup trucks
  - suvs
  - truck accessories
- vehicle brands
  - acura
  - alfa romeo
  - audi
  - bentley
  - buick
  - cadillac
  - chevrolet
  - chrysler
  - ferrari
  - fiat
  - ford
  - honda
  - hyundai
finance
- accounting and auditing
- billing and invoicing
- bookkeeping
- tax preparation and planning
- bank
  - atms
  - bank account
  - checks
- financial news
- grants, scholarships and financial aid
  - financial aid
  - government grants
  - scholarships
- investing
  - beginning investing
  - brokerages
  - day trading
  - funds
    - exchange traded funds
    - hedge fund
    - mutual funds
  - futures trading
  - options
  - portfolio
  - stocks
  - venture capital
- personal finance
- debt management
- financial planning
  - asset and portfolio management
  - estate planning
  - retirement and pension
- insurance
  - car insurance
  - health insurance
  - homeowners insurance
  - life insurance
  - travel insurance
  - vehicle insurance
- lending
  - credit cards
  - home financing
- personal loans
- student loans
- vehicle financing
- saving

food and drink
- barbecues and grilling
- beverages
- alcoholic beverages

health and fitness
- addiction
  - alcoholism
  - smoking addiction
  - substance abuse
  - alcoholism
- aging
- alternative medicine
  - herbs for health
- holistic healing
- homeopathy

- cocktails and beer
- wine
- non alcoholic beverages
  - bottled water
  - coffee and tea
  - soft drinks
- cuisines
  - american cuisine
  - chinese cuisine
  - french cuisine
  - indian cuisine
  - italian cuisine
  - japanese cuisine
  - mexican cuisine
  - regional cuisine
- desserts and baking
- dining out
- food
  - baked goods
  - breakfast foods
  - candy and sweets
  - condiments and dressings
  - fast food
  - frozen food
  - fruits and vegetables
  - grains and pasta
  - herbs and spices
  - salads
  - snack foods
- food allergies
- food and grocery retailers
  - bakeries
  - butchers
  - convenience stores
  - grocery stores
- gastronomy
  - slow food
  - health and lowfat cooking
  - healthy eating
  - kosher food
  - vegan
  - vegetarian

herbs for health
- dental care
- disease
  - aids and hiv
  - allergies
  - arthritis
  - asthma
  - autism and pdd
  - cancer
    - brain tumor
  - cholesterol
  - chronic fatigue syndrome
  - chronic pain
  - cold and flu
  - deafness
  - diabetes
- epidemic
  - epilepsy
  - gerd and acid reflux
  - headaches and migraines
  - heart disease
  - ibs and crohn's disease
  - incontinence
  - infertility
  - thyroid disease
- disorders
  - mental disorder
    - a.d.d.
    - bipolar disorder
    - depression
    - panic and anxiety
  - sleep disorders
- drugs
- exercise
- incest and abuse support
- men's health
- nutrition
- sexuality
- sports medicine
- therapy
  - physical therapy
- weight loss
- women's health
hobbies and interests
- art and technology
- arts and crafts
  - beadwork
  - candle and soap making
  - crochet
  - jewelry making
  - knitting
  - photography
  - pottery
  - watchmaking
- woodworking
- astrology
- birdwatching
- cigars
- collecting
  - stamps and coins
- games
  - board games and puzzles
  - card games
  - chess
  - gambling
  - lottery
  - role playing games
  - video and computer games
- getting published
- freelance writing
- screenwriting
- guitar
- home recording
- inventors and patents
- magic and illusion
- needlework
- paranormal phenomena
  - occult
  - parapsychology
- reading
- scrapbooking

home and garden
- appliances
  - dishwashers
  - microwaves
  - refrigerators and freezers
  - small appliances
    - blenders
    - coffee maker
    - food processors
    - toasters and toaster ovens
- stoves
- bed and bath
  - bathroom
  - bedroom

law, govt and politics
- armed forces
  - air force
  - army
  - marines
  - navy
  - veterans
- commentary
- espionage and intelligence
- secret service
- surveillance
- terrorism
- government
  - courts and judiciary
  - embassies and consulates
  - executive branch
  - government agencies
  - government contracting and procurement
  - heads of state
  - legislative
  - parliament
  - state and local government
- immigration
- law enforcement
  - coast guard
  - fire department
  - highway patrol
  - police
- legal issues

news
- international news
- local news
- national news

pets
- animal welfare
- aquariums
- birds
- cats
- dogs
- large animals
- reptiles
- zoo

real estate
- apartments
- architects
- buying and selling homes
- low income housing
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| shopping                                      | gifts                                                                   |
|                                              |   - flowers                                                             |
|                                              |   - greeting cards                                                      |
|                                              |   - party supplies                                                      |
|                                              | resources                                                              |
|                                              |   - comparisons engines                                                 |
|                                              |   - consumer protection                                                 |
|                                              |   - contests and freebies                                               |
|                                              |   - coupons                                                             |
|                                              |   - loyalty programs                                                    |
|                                              |   - product reviews                                                     |
|                                              |   - warranties and service contracts                                    |
|                                              | retail                                                                  |
|                                              |   - department stores                                                   |
|                                              |   - online stores                                                       |
|                                              |   - outlet stores                                                       |
|                                              |   - second-hand market                                                  |
|                                              |   - wholesalers                                                         |
|                                              | toys                                                                    |
|                                              |   - action figures                                                      |
|                                              |   - dolls                                                                |
|                                              |   - puppets                                                             |
|                                              |   - stuffed animals                                                     |

| weather                                       | meteorological disaster                                                |
|                                              |   - flood                                                                |
|                                              |   - hurricane                                                            |
|                                              |   - tornado                                                              |
society

- crime
  - drug trafficking
  - organized crime
  - personal offense
    - assault
    - hate crime
    - homicide
    - human trafficking
    - kidnapping
    - torture
  - property crime
    - arson
    - bribery
    - burglary
    - embezzlement
    - fraud
    - larceny
    - piracy
    - robbery
    - smuggling
    - usury
  - sexual offence
    - paedophilia
    - prostitution
- rape
- dating
- gay life
- racism
- senior living
- sex
  - pornography
  - sex education
- social institution
  - divorce
  - marriage
    - common law marriage
    - weddings
- teens
- unrest and war
- welfare
  - healthcare
    - hospital
  - social services
    - volunteering
- work
  - contracts
  - retirement
  - unemployment
  - unions

sports

- archery
- auto racing
- nascar
- rally
- badminton
- baseball
- basketball
- bicycling
- mountain biking
- billiards
- boat racing
- bobsled
- bodybuilding
- bowling
- boxing
- canoeing and kayaking
- cheerleading
- climbing
  - mountain climbing
  - rock climbing
- cricket
- curling
- diving
- dog sled
- fencing
- fishing
  - fly fishing
  - freshwater fishing
  - saltwater fishing
  - sport fishing
- football
- go kart
- golf
- gymnastics
  - calisthenics
- handball
- hockey
  - field hockey
- horse racing
- horses
- hunting and shooting
  - skeet shooting
  - target shooting
- martial arts
  - judo
  - karate
  - sumo
- motorcycling
- olympics
  - paralympic games
- paintball
- parachuting
- polo
- rodeo
- rowing
- sailing
- scuba diving
- skateboarding
- skating
  - figure skating
  - ice skating
  - roller skating
- skiing
  - downhill skiing
  - nordic skiing
  - waterskiing
- snowboarding
- soccer
- softball
- sports news
- surfing and bodyboarding
- swimming
- table tennis and ping-pong
- tennis
- trekking
- volleyball
  - beach volleyball
- wakeboarding
- walking
- water polo
- weightlifting
- windsurfing
- wrestling
- archery
- auto racing
- nascar
- rally
- badminton
- baseball
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- luxury goods
- men's fashion
- swimwear
  - bikinis
- underwear

- computer certification
- computer crime
- computer reviews
- computer security
  - antivirus and malware
  - network security
- consumer electronics
  - audio equipment
    - headphones
    - speakers
    - stereo systems and components
  - camera and photo equipment
    - binoculars
    - cameras and camcorders
      - camcorders
      - camera bags
      - camera batteries
      - camera lenses
      - cameras
    - telescopes
  - ebook reader
  - game systems and consoles
    - nintendo
    - playstation
    - xbox
  - home video and dvd
  - portable entertainment
  - radios
  - telephones
    - mobile phones
      - smart phones
  - tv and video equipment
    - dvrs and set-top boxes
    - home theater systems
    - projectors
    - televisions
      - hdtvs
      - lcd tvs
      - plasma tvs
  - video players and recorders
    - blu-ray players and recorders
    - dvd players and recorders

- data centers
- electronic components
- enterprise technology
  - customer relationship management
  - data management
  - enterprise resource planning
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  - servers
  - computer components
    - chips and processors
    - disks
    - graphics cards
    - memory
    - portable
      - o memory
    - sound cards
  - computer networking
    - router
    - wireless technology
  - computer peripherals
    - network monitoring and management
  - computer monitors
    - printers, copiers and fax
      - copiers
      - fax machines
      - printers
      - scanners

- internet technology
  - chat
  - ecommerce
  - email
  - internet cafes
  - isps
  - social network
  - web clip art
  - web design and html
  - web search
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- networking
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**travel**

- budget travel
- business travel
- honeymoons and getaways
- hotels
- specialty travel
  - adventure travel
  - ecotourism
  - sightseeing tours
  - vineyards
- tourist destinations
  - africa
  - australia and new zealand
  - canada
  - caribbean
  - eastern europe
  - europe
  - france
  - greece
  - italy
  - japan
  - mexico and central america
  - national parks
  - seaside resort
  - ski resorts
  - south america
  - spas
  - theme parks
  - united kingdom
- transports
  - air travel
    - air and space accident