



**Lifestyles Online** supplies some of the most recent and selectable consumer data for UK and European online and offline direct marketing campaigns.

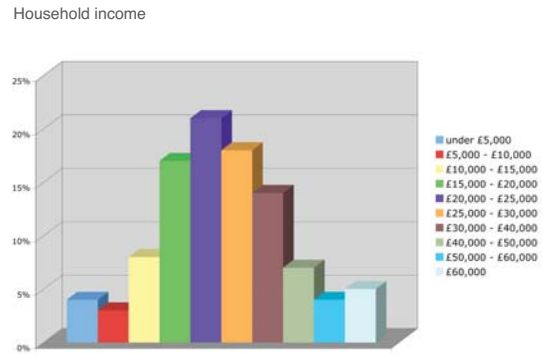
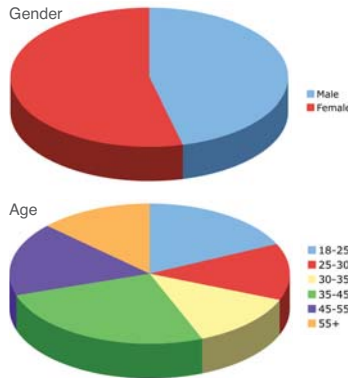
Our communication file gives you the opportunity to speak directly to your potential customers. We have a wide variety of communication selections including ISP provider, mobile phone users and digital TV customers. These can be specifically profiled to match your target audience, i.e. males aged 25-45 income £25k+.

### Profile

**Gender:** 54% female  
**Age:** 25+ years  
**Income:** £25k+ ABC1

We encourage targeting and selection by consumer selected interest level and geo-demographics including date of birth, household income, residential status, marital status and number of children.

Please contact us for a selection breakdown or to discuss a unique count.



### Over 150 unique selections including

Do you have a mobile phone?	YES	1.1m +
Internet Service Provider	Counts available on request	
Do you have Digital TV? (can be split by provider)	YES	340k +

- ▶ Wide variety of communication selections available including ISPs
- ▶ Additional demographic selections available to increase targeting
- ▶ Postal and email address available for list rental and multi-channel marketing

### Partner testimonial

"After testing many suppliers, Lifestyles Online have consistently supplied the best performing lead generation data and consistency of excellent service. Both live data generated online and existing consumer postal and email data for rental continues to outperform the market in delivering real customers for our clients."

*Colin Pearce - Managing Director - Oi Research*

### Examples (More rental and lead generation examples are available)

Contact us

For a reliable, regular supply of targeted prospect data, contact:

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