



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

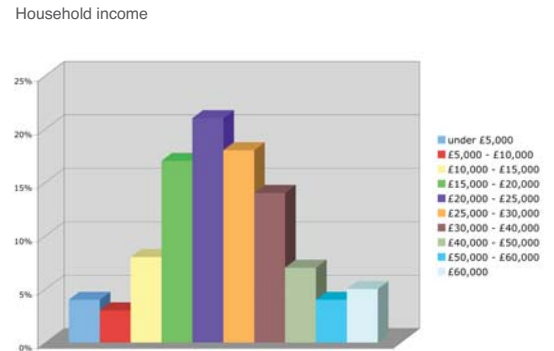
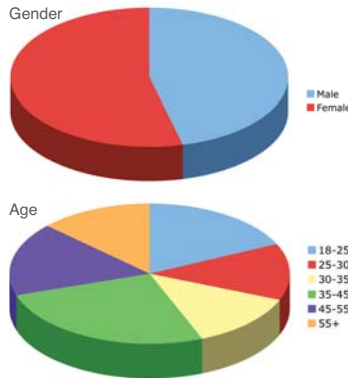
Our fashion file gives you the opportunity to speak directly to your potential customers with over 250k known fashion buyers on the file and over 30k added every month. These can be specifically profiled to match your target audience, i.e. females aged 25-35 with children and higher than average income.

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 currently buy via mail order?	YES	250k +
Do you currently buy online?	YES	1.3m +
Do you have children?	YES	480k +
Do you have a credit card?	YES	1.3m +

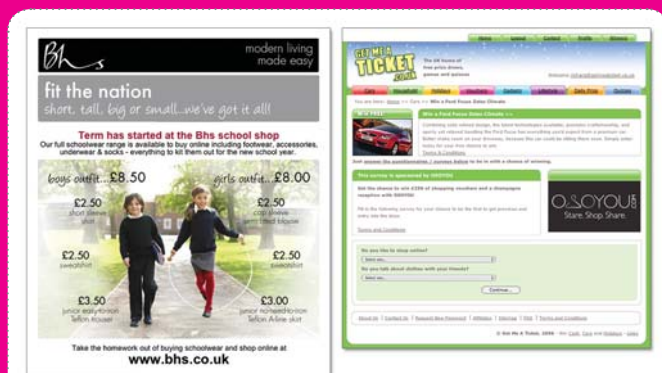
- ▶ Over 250k known fashion buyers available
- ▶ Over 30k fresh UK households added every month
- ▶ Additional demographic selections available to increase targeting
- ▶ Postal and email address available for list rental and multi-channel marketing

Partner testimonial

"We have found Lifestyles Online lead generation data to be some of the best available in the UK market. From data collected through Lifestyles Online we are achieving 50%+ open rates."

Yogesh Sharma - Newsletter Supervisor – Cheapflights

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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