



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

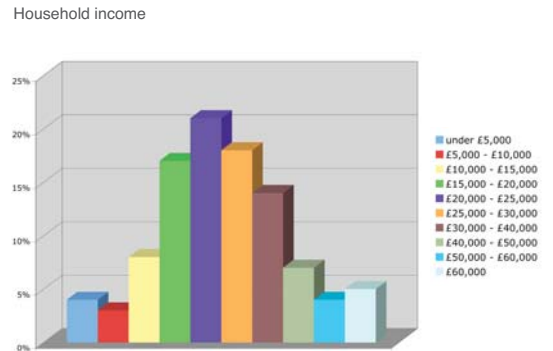
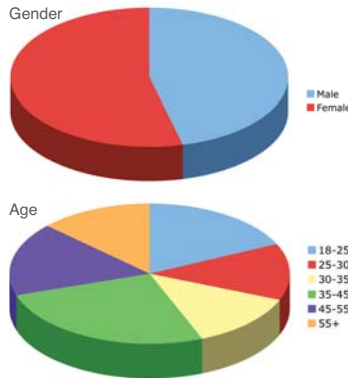
Our mail order file gives you the opportunity to speak directly to your potential customers with over 350k available known mail order buyers and over 30k added every month across various sectors including fashion, books and wine. These can be specifically profiled to match your target audience, i.e. females aged 25-55 with children income £30k+.

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	230k +
Are you interested in fashion?	YES	650k +
Are you interested in books?	YES	700k +
Are you interested in wine?	YES	320k +

- ▶ Over 350k known mail order buyers available
- ▶ Over 30k UK households added to the file 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 been purchasing data (on behalf of major financial brands) directly from Lifestyles Online for over 6 months. Data continually delivers higher open and click rates than other suppliers in the market, coupled with this data performance, client service levels are always excellent. I would not hesitate to recommend both the services and consumer data supplied from Lifestyles Online to UK data buyers."

Dan Bannister – Managing Director - Distinctive Marketing

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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