



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

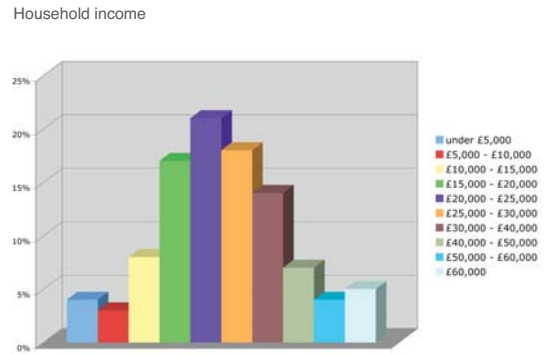
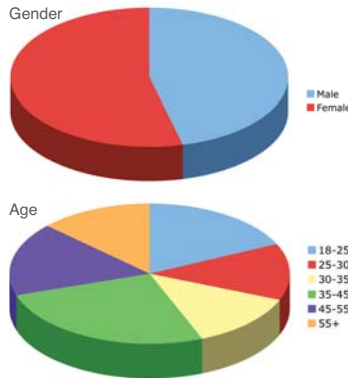
Our publishing file gives you the opportunity to speak directly to your potential readers with over 30k added to the file every month and a wide variety of interests available including sports, food and drink and automotives. These can be specifically profiled to match your target audience, i.e. males aged 25-45 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

Are you interested in sport?	YES	740k +
Are you interested in food and drink?	YES	920k +
Do you have a Computer at home?	YES	1.1m +
Are you interested in automotives?	YES	800k +

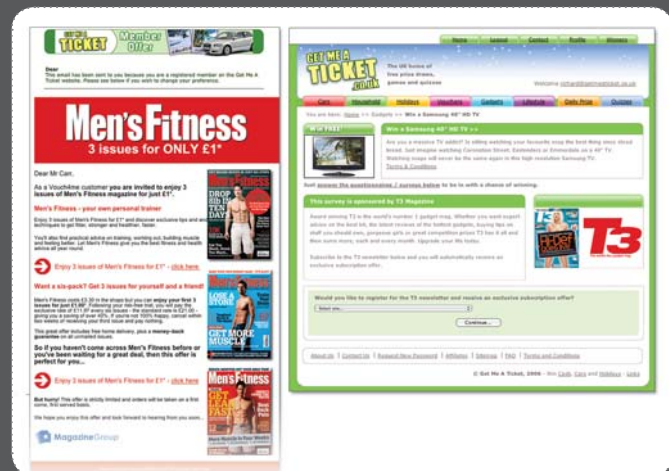
- ▶ Over 30k UK households added to the file every month
- ▶ Wide variety of interest selections available
- ▶ Additional demographic selections available to increase targeting
- ▶ Postal and email address available for list rental and multi-channel marketing

### Partner testimonial

"After working with Lifestyles Online I am delighted in how the prospect data is performing and the ROI that is being achieved. Lifestyles Online has become one of our main channels for customer acquisition."

Chris Wesson - Marketing Director - Online casino

### 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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