



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

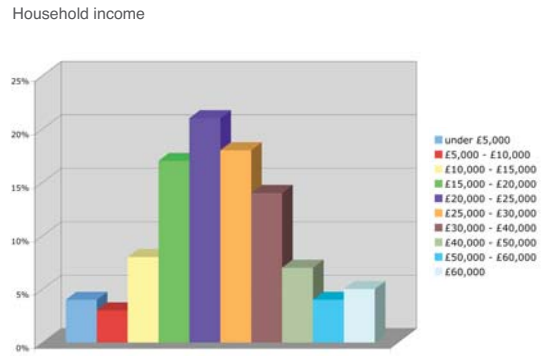
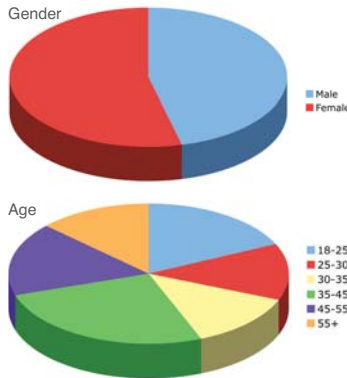
Our finance file gives you the opportunity to speak directly to your potential customers. We have a wide variety of financial selections available for both subprime and the affluent sectors including insurance renewal months and those seeking credit. These can be specifically profiled to match your target audience, i.e. males aged 25-45 homeowner 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 have a credit card?	YES	1.1m +
Motor Insurance Renewal Month	-	Approx 28k + per month
Home Insurance Renewal Month	-	Approx 28k + per month
Are you seeking credit?	YES	300k +

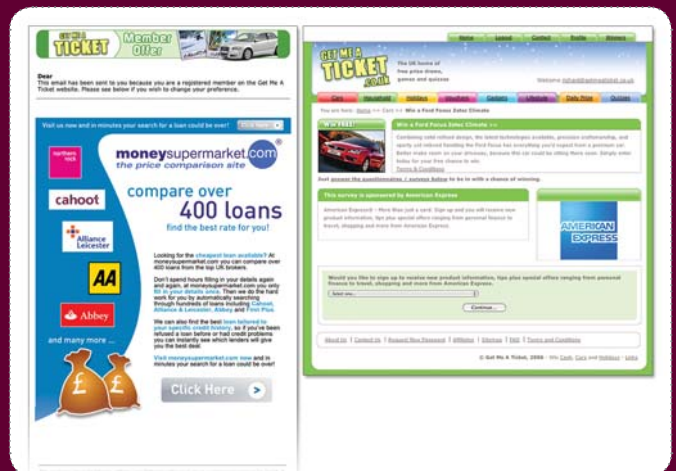
- ▶ Wide variety of financial selections available
- ▶ Perfect for targeting both sub-prime and affluent the sectors
- ▶ Additional demographic selections available to increase targeting
- ▶ Postal and email address available for list rental and multi-channel marketing

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."

Dan Bannister – Managing Director - Distinctive Marketing

Partner Examples (More examples are available upon request)



Contact us

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

+44 (0)1225 750167

+44 (0)1225 750164

richard.haggarty@lifestylesonline.co.uk

