

IDEAL CUSTOMERS FOR EVERY BUSINESS

Lifestyle Media Group makes finding the right consumerbase simple. Our active, opted-in membership of over 3.2 million UK households guarantees we can find you the perfect customer whatever your business.

CONSUMER DEMOGRAPHIC BREAKDOWN

age ranges

The broad appeal of our service and content continues to attract a wide audience of highly engaged, regular users, each of whom must provide their DOB when creating an account.

18-20	39,934
20-29	625,497
30-39	933,141
40-49	792,320
50-59	518,361
60+	399,844

gender split



Male Members	Female Members
992,731 users	2,316,371 users
30% of database	70% of database

affluences



Our database boasts a wide spectrum of affluences and social groups. This allows us to promote and represent businesses to tailored, targeted consumer markets.

Affluent Achievers	746,075
Rising Prosperity	810,935
Comfortable Communities	764,465
Financially Stretched	282,165
Urban Adversity	705,460

lifestages

Consumers at different lifestages exhibit different purchasing trends. We take this into consideration in order to maximise the success of any campaign.



Young singles	430,852
Young families	1,022,950
Older families	898,807
Empty nests & seniors	956,491

LIFESTYLE INTERESTS AND PREVIOUS PURCHASING ACTIVITY

Knowing the retail history and personal interests of potential new customers helps you capitalise on your conversion potential. Our system allows us to track the purchasing trends, retail history and travel preferences of every member who uses our service. This information can be used to further target specific markets, segment consumers by lifestyle choice and profile your marketing to a select group. Below is a summary of our database's retail and travel activity.

RETAIL ACTIVITY

industry	interested shoppers
activities, arts and crafts	330,000
gardening, nurseries and landscaping	737,000
furniture, DIY and indoor design	480,000
clothes and fashion	1,320,000
health, sports and fitness	253,000
children, baby and toddler	869,000
organic, alternative and natural products	143,000
food and drink	346,500



TRAVEL HISTORY

holiday theme	travellers	location	travellers
winter sports	231,000	uk and ire	1,430,000
beach resorts	979,000	europa	1,072,500
activity and adventure	291,500	asia	748,000
camping and self-catering	418,000	far east	319,000
family holidays	1,303,500	australasia	533,500
independent travel	462,000	north america	561,000
couples and romantic	198,000	south america	379,500
all-inclusive	407,000	the poles	77,000

