

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 |

