



AUTOMOTIVE MASTER LIST

This highly responsive list is made up of subscribers to the UK's leading car magazines. Anyone with a passion for driving – car buyers, owners, dealers and those into motor sport, are found reading top titles such as Auto Express, Top Gear, Evo and Test Drive. Primarily ABC1 males with disposable income to spend on their outside interests, these men love the prestige and status of owning the very best!

- Average age 40
- 96% Male
- Average income £30,625
- Working full time, likely to bring work home with them
- 65% Married, for 1-9 years
- Degree educated or higher
- Homeowners, likely to have been in their home for 1-4 years
- 54% have kids, likely to be between 5-9 years old
- Regularly eat out
- Into gadgets, appliances and new technology
- Use Internet banking
- Buy audio books
- Ambitious and financially astute

Car info: 2 cars per household. Average cost per car £15,000. 43% buy new cars. 53% will buy next car within 12 months. 45% will get finance to purchase their next car. Likely to change car every 2-4 years. Regularly purchase tyres.

Read: Daily Mail, FT, Guardian, Independent, Daily Mirror, The Sun, The Times, Daily Express, Telegraph, Anglers Mail, Angling Times, Auto Trader, Auto Car, Country Life, Big Issue, Economist, Exchange and Mart, Garden News, Horse and House, Nuts, Motor Cycle News, New Scientist, Parkers Used Car Guide, Total TV, Zoo, Gardeners World, BBC Wildlife, Bike, Classic Bike, Classic Car, F1 Racing, Garden Answers, Golf Monthly, Golf World, PC Plus, Practical Boat Owner, Ride, Super Bike, What Car? What Hifi? Metro, NME, Computer Active, Loaded, Maxpower, and Private Eye.

Drink: Beer, stout, larger, wine, champagne, rum, low cal beer, whisky, port, vodka, brandy, cider.

Use Internet to buy: Travel products, books, cd's, food, groceries, clothing, financial products, computer equipment, computer software, cars and tickets.

Hobbies and Leisure interests: Cars, air shows, camping, motor shows, railway exhibitions, museums, nature reserves, theme parks, zoo's, cinema, internet, computing, travel, reading.

Sports watched/played regularly: Athletics, basketball, billiards, boxing, climbing, cricket, cycling, extreme sports, fishing, football, golf, hockey, jogging, marathons, motor racing, motor rallying, mountain biking, rugby, sailing, snooker, tennis, walking, chess, darts, ice hockey, american football and squash.

CONTACT

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LIST QUALITY

- 100% fully postcoded
- Named individuals
- ABC audited every 6 months
- Continually updated and cleaned
- Direct mail responsive

LIST APPLICATIONS

Travel and holidays, books, clothing, health and fitness, music and video, financial services, credit cards, telecommunications, Internet, books, gadgets and technology, cars

LIST SELECTIONS

- Consumer or business address
- Geographically: first two digits of the postcode, county, TV region
- Male or female
- Recency
- Status: active subscriber, lapsed subscriber or competition entrant
- Across a selection of different magazines
- One per household or multiple contacts per site
- Payment method
- Length of subscription

FORMATS

- Email
- CD ROM
- Cheshire or self-adhesive labels

