



MEN'S LIFESTYLE MASTER LIST

For a broad range of stylish, affluent, successful men, look no further than our Men's Lifestyle List. Bringing together names from Evo, Men's Fitness, Maxim, The Week, Top Gear and many more, this list brings you men with money to spend on your next direct mail campaign.

- Average age 41
- Average income 33,000
- 51% are in a senior or managerial position
- 58% have a mortgage and 25% own their home outright
- 90% have a credit card
- 64% give regularly to charity
- Average spend on a car is £10,788
- 72% have purchased via mail order in the last 12 months
- 74% have pc/internet connection at home
- 66% Married/living with partner

CONTACT

For further information, please contact Jackie Clode on **T** 020 7907 6154 **F** 020 7907 6600 or **E** jackie_clode@dennis.co.uk



LIST SIZE

1,538,000

LIST QUALITY

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

LIST APPLICATIONS

Cars, charities, travel/holidays, DIY, books, music, clothing, computers, telecommunications, credit cards, financial products, publishing, mail order, loans, wine, internet, health and fitness, technology/gadgets, film/cinema and gambling.

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

POSTAL LIST SIZE

Active consumer subscribers	250,000
Lapsed consumer subscribers	600,000
Consumer competition	450,000
Active business subscribers	38,000
Lapsed business subscribers	100,000
Business competition entrants	100,000

EMAIL LIST SIZE

Registered users	600,000
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POSTAL LIST COSTS

Actives (per '000)	£180
Lapsed (per '000)	£160
Competition entrants (per '000)	£120
Delivery	£25
Format (disk/tape/labels)	£15
Email delivery	£40
Selections	FREE
Keycoding	FREE
Mailsort	FREE

EMAIL LIST COSTS

Costs per '000	£250
Transmission	FREE
Tracking, for first 20 links	FREE
Tracking, over 20 links (per link)	£5



List Warranty No: 001337