



WOMENS'S LIFESTYLE MASTER LIST

Affluent females with a strong interest in homes, food and gardening. They have a high disposable income which they spend on their home and family. Socially and culturally aware, they enjoy the finer things in life and are will to pay for them. Their interests include the theatre, fine wines, restaurants, weekend breaks, foreign culture, walking/rambling and film.

- Average age 46
- 80% ABC1
- 81% Married
- Average income 16,500
- Household income 43,500
- 87% own their own home
- 67% have children living away from home
- 73% Regularly travel abroad
- 92% Have a credit card
- 87% give regularly to charity

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

695,000

LIST QUALITY

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

LIST APPLICATIONS

Gardening products, plants, seeds, cooking related products, books, recipes, home furnishings, charities, current affairs, wildlife, theatre, credit card, financial products, restaurants, travel, music, mail order, catalogues

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	120,000
Lapsed consumer subscribers	400,000
Consumer competition	175,000

EMAIL LIST SIZE

Registered users	n/a
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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

