

## Reach the Affluent Working Market with Worldly Wise



Re-introduced for 2010

### Worldly Wise

One of the most successful UK card decks over the years. Reaching the 45-65 age bracket Generally affluent with above average household income, many empty nesters with disposable income.

#### Demographics

45-65, ABC1 Homeowners, 50/50 male female split

#### Lifestyle Characteristics

Credit card holders, gardeners, enjoy foreign travel, DIY, investments and financial planning, culture, fine wine and food. This sector is computer literate.

Worldly Wise is one of five titles that reach mail responsive and mail order buyers at home in an involving and personalised pack of offers and services.

**Card Decks are the proven way to generate quality, consumer leads to a targeted audience and for companies to share the costs of data, print, packing and posting.**

<b>Circulation 2010</b>	<b>500,000</b>	<b>500,000</b>
Month	Jan	Aug



### Further information

Please call sales or email [info@consumerleads.info](mailto:info@consumerleads.info)

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