

MAP KEY

- 1 UK**
EXCLUSIVE ACCESS TO 21,000,000 EMAIL RECORDS.
GDPR COMPLIANT
250 ATTRIBUTES TO TARGET BY.
22,000,000 POSTAL RECORDS MPS CLEANED
7,000,000 MOBILE NUMBERS. TPS CLEANED
- 2 IRELAND**
EXCLUSIVE ACCESS TO 1,400,000 RECORDS
GDPR COMPLIANT
20 ATTRIBUTES TO TARGET BY
400,000 POSTAL RECORDS
- 3 FRANCE**
EXCLUSIVE ACCESS TO 11,000,000 EMAIL RECORDS
GDPR COMPLIANT
18 ATTRIBUTES TO TARGET BY
8,200,000 POSTAL RECORDS
5,400,000 MOBILE NUMBERS
- 4 GERMANY**
EXCLUSIVE ACCESS TO 4,500,000 EMAIL RECORDS
GDPR COMPLIANT
18 ATTRIBUTES TO TARGET BY
- 5 SPAIN**
EXCLUSIVE ACCESS TO 9,800,000 EMAIL RECORDS
GDPR COMPLIANT
22 ATTRIBUTES TO TARGET BY
- 6 PORTUGAL**
EXCLUSIVE ACCESS TO 1,100,000 EMAIL RECORDS
GDPR COMPLIANT
6 ATTRIBUTES TO TARGET BY
- 7 ITALY**
EXCLUSIVE ACCESS TO 8,900,000 EMAIL RECORDS
GDPR COMPLIANT
60 ATTRIBUTES TO TARGET BY
8,000,000 POSTAL RECORDS
4,000,000 MOBILE NUMBERS
- 8 SINGAPORE**
EXCLUSIVE ACCESS TO 750,000 EMAIL RECORDS
6 ATTRIBUTES TO TARGET BY
- 9 NORWAY**
EXCLUSIVE ACCESS TO 1,100,000 EMAIL RECORDS
GDPR COMPLIANT
8 ATTRIBUTES TO TARGET BY
- 10 DENMARK**
EXCLUSIVE ACCESS TO 580,000 EMAIL RECORDS
GDPR COMPLIANT
8 ATTRIBUTES TO TARGET BY

- 11 SWEDEN**
EXCLUSIVE ACCESS TO 720,000 EMAIL RECORDS
GDPR COMPLIANT
18 ATTRIBUTES TO TARGET BY
- 12 HOLLAND**
EXCLUSIVE ACCESS TO 3,200,000 EMAIL RECORDS
GDPR COMPLIANT
16 ATTRIBUTES TO TARGET BY
- 13 AUSTRALIA & NEW ZEALAND**
EXCLUSIVE ACCESS TO 4,500,000 EMAIL RECORDS
22 ATTRIBUTES TO TARGET BY
2,000,000 POSTAL RECORDS
- 14 USA**
EXCLUSIVE ACCESS TO 7,500,000 EMAIL RECORDS
10 ATTRIBUTES TO TARGET BY
4,000,000 CELL NUMBERS
- 15 BRAZIL**
EXCLUSIVE ACCESS TO 12,500,000 EMAIL RECORDS
10 ATTRIBUTES TO TARGET BY
11,000,000 MOBILE NUMBERS



- ✓ We Breathe Media have exclusive access to over 87m Fully Opted in and compliant Email Records spanning 15 markets.
- ✓ Our data can be used for New Customer Prospecting through Email, Postal and Telephonic Marketing.
- ✓ Data can be profiled to suit your key customer Demographic and Geography.
- ✓ Campaign and Targeting dependent we can work on CPM and Performance Based Solutions.
- ✓ Our Data Providers are audited to ensure compliance with all applicable Data Protection Regulation.
- ✓ All our records have been cleaned and validated through our internal tools.
- ✓ We operate with full transparency under NDA to ensure respective client DPO's can validate and ensure compliance.

CAPITAL TOWER, 91 WATERLOO ROAD, LONDON SE1 8RT
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ATTRIBUTE	POSTAL VOLUME	EMAIL VOLUME
Title	21 533 001	11 525 269
First Name	22 329 733	12 516 587
Last Name	22 336 035	12 527 855
Postal Address	22 336 035	11 871 826
Gender - Allocated - Female	12 235 635	6 888 476
Gender - Allocated - Male	9 826 824	5 540 376
Marital Status	8 274 492	2 924 452
Date of Birth	11 437 810	6 493 137
Mobile Telephone	5 958 455	4 021 862
HLR Date	942 743	806 055
HLR Network	803 369	707 770
Occupation - Arts/Media	15 405	13 015
Occupation - Director	268 128	143 551
Occupation - Education	97 381	107 653
Occupation - Emergency/Armed Services	6 318	5 853
Occupation - Health	116 886	105 835
Occupation - House Person	1 110 041	341 077
Occupation - Land/Sea Management	26 387	20 844
Occupation - Legal	1 808	1 942
Occupation - Management	267 465	227 131
Occupation - Manual/Factory	1 100 606	324 665
Occupation - Office/Clerical	922 432	446 863
Occupation - Other	444 416	367 423
Occupation - Professional	1 726 164	563 850
Occupation - Property	10 347	8 979
Occupation - Public Sector	183 638	139 167
Occupation - Religious	949	754
Occupation - Retail	153 448	138 896
Occupation - Retired	1 361 347	165 242
Occupation - Self Employed	202 939	66 178
Occupation - Service Sector	114 595	98 918
Occupation - Skilled Tradesman	131 624	103 634
Occupation - Sports	2 881	3 238
Occupation - Student	110 288	151 450
Occupation - Unemployed	108 092	93 552
Individual Annual Income	14 781 164	6 075 058
Council tax Band - Up to £44,000	3 191 560	1 738 443
Council tax Band - More than £44,000 and up to £65,000	2 820 042	1 486 379
Council tax Band - More than £65,000 and up to £91,000	3 065 304	1 559 979
Council tax Band - More than £91,000 and up to £123,000	2 257 716	1 121 265
Council tax Band - More than £123,000 and up to £162,000	1 457 403	689 383
Council tax Band - More than £162,000 and up to £223,000	753 475	354 948
Council tax Band - More than £223,000 and up to £324,000	493 796	238 467
Council tax Band - More than £324,000 and up to £424,000	66 866	34 071
Council tax Band - More than £424,000	1 983	893
Vehicle Make	1 811 696	1 290 904
Vehicle Model	1 811 696	1 290 904
Vehicle Year	1 213 102	851 327
Vehicle Group	1 528 214	1 080 031
Director Invest - 0 to 5k	874 513	178 840
Director Invest - 5 to 10k	134 929	43 386
Director Invest - 10 to 20k	244 442	86 363
Director Invest - 20k - 30k	187 020	77 437
Director Invest - 30k - 50k	240 999	76 121
Director Invest - 50k - 75k	79 786	28 611
Director Invest - 75k - 100k	34 477	6 091
Director Invest - 100k - 200k	43 571	6 150
Director Invest - 200k+	1 567	477

ATTRIBUTE	POSTAL VOLUME	EMAIL VOLUME
Director Invest - Unknown	2	2
Finance - Credit Card	4 488 530	1 041 177
Finance - CCJ	5 733	7 003
Finance - Loan	3 413 612	1 115 189
Finance - PPI	47 234	32 831
Finance - Savings	3 693 145	758 307
Finance - Investor	1 689 683	429 358
Finance - Shareholder	274 620	148 236
Finance - Mortgage	2 961 042	1 368 447
Finance - Child Savings Plan	4 399	2 796
Finance - Critical Illness Cover	5 719	3 699
Finance - Funeral Plan	1 224	756
Finance - ISA	123 486	68 844
Finance - Life Insurance	23 109	15 628
Finance - Pension	323 010	153 541
Finance - Private Medical Insurance	42 040	25 441
Finance - Remortgage	2 228	1 438
Finance - Will	159 693	42 773
Finance - Overdraft	126 503	61 540
Finance - Travel Insurance	135 488	62 665
Finance - Pet Insurance	3 354	769
Interests - Angling/ Fishing	678 774	305 243
Interests - Betting	492 130	307 997
Interests - Bingo	798 471	312 998
Interests - Books & Magazines	6 213 398	2 239 607
Interests - Borrowing	-	-
Interests - Brochures	7 042	5 136
Interests - Camping/Carvaanning	7 207	4 811
Interests - Cars & Vehicles	4 199 786	1 836 741
Interests - Charity/Voluntary work	1 578 102	471 185
Interests - Cinema	1 814 715	870 241
Interests - Competitions	1 671 631	1 383 935
Interests - Cooking	843 620	379 721
Interests - Crafts	122 328	55 010
Interests - Dating	1 381	1 380
Interests - Discount Vouchers	11 459	8 430
Interests - DIY	3 727 300	1 280 621
Interests - Eating Out	5 987 927	2 241 113
Interests - Education	376 402	166 207
Interests - Fashion & Clothing	2 795 461	1 328 987
Interests - Finance	135 816	107 299
Interests - Fine Art/Antiques	423 838	109 455
Interests - Food & Drink	5 791 516	2 667 437
Interests - Football	641 496	330 544
Interests - Football Pools	1 022 211	340 150
Interests - Foreign Travel	1 922 869	576 386
Interests - Fun & Trivia	-	-
Interests - Gardening	6 497 246	2 557 164
Interests - Gift Ideas	-	-
Interests - Going To The Pub	3 769 535	1 601 370
Interests - Golf	1 878 585	755 231
Interests - Health & Fitness	2 936 719	1 441 898
Interests - Hiking/Walking	2 770 708	943 828
Interests - Home & Family	1 176 747	1 064 414

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ATTRIBUTE	POSTAL VOLUME	EMAIL VOLUME
Interests - Home Computing	1 594 146	661 323
Interests - Internet & Technology	3 698 417	1 289 855
Interests - Investments	176 587	95 737
Interests - Mobility Products	-	-
Interests - Motor Bikes	53 802	23 919
Interests - Motorsport	183 831	84 720
Interests - Music	4 600 348	1 964 679
Interests - News & Media	2 096 117	718 375
Interests - Online banking	-	-
Interests - Online shopping	-	-
Interests - Online Surveys	43 280	31 154
Interests - Organic foods	1 540 078	620 373
Interests - Pets	3 325 862	1 234 810
Interests - Photography	1 289 072	400 131
Interests - Records/tapes/cds	4 560 237	1 497 989
Interests - Retail	-	-
Interests - Self improvement/Education	310 521	89 208
Interests - Sex & Loving	-	-
Interests - Shopping	1 281 074	1 161 830
Interests - Skiing	207 703	78 654
Interests - Small Business	1	1
Interests - Sports	3 290 641	1 423 322
Interests - Stocks & Shares	217 245	63 019
Interests - Telecoms & Mobiles	33 160	23 723
Interests - Theatre	1 666 687	659 184
Interests - Travel	4 093 171	2 081 841
Interests - TV & Films	4 301 862	1 936 315
Interests - Utility Offers	175 506	142 099
Interests - Vegetarian products	297 757	162 374
Interests - Vitamins and minerals	1 038 908	391 901
Interests - Watersports	713 798	145 582
Interests - Wildlife	1 253 500	425 846
Interests - Wine	1 966 193	1 123 849
Interests - Collection	505 263	209 399
Interests - Quiz & Puzzles	1 339 197	289 054
Interests - Sewing	59 137	24 802
Interests - Astrology	49	28
Interests - Birds	58 404	17 832
Interests - Bowls	18	16
Interests - Current	17 518	16 526
Interests - Cycling	133 143	38 799
Interests - Dancing	191	105
Interests - Darts	16	9
Interests - Gaming	14 953	11 819
Interests - Grandchildren	9 449	5 133
Interests - History	108 226	82 253
Interests - Lottery	28 166	24 306
Interests - National Trust	6 030	3 365
Interests - Racquet Sports	223	116
Interests - Religious Activities	3 077	1 929
Interests - Rugby	29 335	12 745
Interests - Sailing	237	115
Interests - Science	-	-
Interests - Sightseeing	118 379	99 558
Interests - Slimming	33 970	22 034
Interests - Snowboarding	1 049	847
Interests - Squash	10	4
Interests - Stamp	126 908	22 474

ATTRIBUTE	POSTAL VOLUME	EMAIL VOLUME
Interests - Tennis	507	338
Interests - Weekend Break	18 536	13 224
Interests - Windsurfing	349	217
Interests - Nature	1 374 887	294 664
Interests - Running	123 122	51 545
Interests - Entertainment	1 121 522	208 668
Interests - Cricket	8 637	2 580
Interests - Culture	855 791	170 797
Charity - Animals	453 866	180 372
Charity - Birds	122 560	40 361
Charity - Blind	106 706	35 361
Charity - Elderly	265 667	156 315
Charity - Environment	130 863	45 812
Charity - Health	95 379	46 831
Charity - Homeless	33 501	12 735
Charity - Medical	717 656	214 586
Charity - Other	1 825 057	498 529
Charity - Overseas	278 674	91 890
Charity - Wildlife	289 833	154 197
Charity - Pet	17 223	10 440
Charity - Children	162 997	110 312
Charity - Third World	183 786	130 388
Charity - Welfare	548	521
Charity - Religious	180 758	127 115
Charity - Disaster Relief	160 311	114 888
Charity - Disabled	105 190	77 319
Daily Newspaper - Daily Express	271 306	79 193
Daily Newspaper - Daily Mail	503 251	161 207
Daily Newspaper - Daily Star	104 794	42 662
Daily Newspaper - Daily Telegraph	148 326	45 030
Daily Newspaper - Financial Times	21 630	8 672
Daily Newspaper - Guardian	62 874	24 893
Daily Newspaper - Independant	39 443	15 789
Daily Newspaper - Scotsman	16 519	5 331
Daily Newspaper - Thetimes	116 278	44 719
Daily Newspaper - Popular Paper	1 937 903	395 964
Daily Newspaper - Quality Paper	1 048 173	220 333
Daily Newspaper - Midmarket Paper	1 400 439	271 502
Daily Newspaper - Daily Mirror	413 482	126 593
Daily Newspaper - The Sun	647 545	261 831
Daily Newspaper - Daily Record	11 002	6 620
Daily Newspaper - The Herald	5	-
Daily Newspaper - The Standard	270	164
Daily Newspaper - Daily Scotmail	2 934	1 507
Daily Newspaper - Daily Regionals	336	165
Has Cat	778 397	377 229
Has Dog	992 290	449 260
Travel Destination - Africa	4 192	6 595
Travel Destination - Asia	4 704	8 708
Travel Destination - Australia	4 572	8 394
Travel Destination - Europe	618 599	458 990
Travel Destination - Fareast	3 927	6 106
Travel Destination - UK	802 897	401 335
Travel Destination - USA	162 491	125 811

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ATTRIBUTE	POSTAL VOLUME	EMAIL VOLUME
Travel Destination - World	1 275 835	904 032
Book Travel Online - Yes	156 532	86 302
List Genie Validation Date	3 810 459	4 540 339
List Genie Validation Status - Valid Emails	3 227 450	4 540 339
Favourite Grocery Store - Aldi/Netto	2 569	661
Favourite Grocery Store - Asda	66 027	29 313
Favourite Grocery Store - Budgens	22	10
Favourite Grocery Store - Co-Op	18 194	6 539
Favourite Grocery Store - Food Giant	12	9
Favourite Grocery Store - Galbraith	-	-
Favourite Grocery Store - Iceland	14 422	3 055
Favourite Grocery Store - Kwiksave	186	110
Favourite Grocery Store - Lo-cost	9	5
Favourite Grocery Store - Mace/Spar/VG	23	14
Favourite Grocery Store - Marks and Spencer	117	61
Favourite Grocery Store - Morrisons	80 517	31 155
Favourite Grocery Store - Presto	-	-
Favourite Grocery Store - Safeway	-	-
Favourite Grocery Store - Sainsbury	94 848	35 236
Favourite Grocery Store - Savacentre	-	-
Favourite Grocery Store - Somerfield/Gateway	10 152	6 105
Favourite Grocery Store - Tesco	243 582	85 400
Favourite Grocery Store - Tesco Metro	124	96
Favourite Grocery Store - Waitrose	29 736	9 257
Favourite Grocery Store - Corner/Local Shop	77	39
Favourite Grocery Store - Lidl	11 883	2 569
Types Of Credit/debit Cards Held - Amex	63 519	44 659
Types Of Credit/debit Cards Held - Store	1 584 632	631 194
Types Of Credit/debit Cards Held - Visa	282 266	185 894
Types Of Credit/debit Cards Held - Credit	4 804 288	1 311 167
Types Of Credit/debit Cards Held - Debit	5 274 611	1 650 774
Types Of Credit/debit Cards Held - Ocard	18 168	10 951
Landline Telephone	6 615 615	2 904 117
Children at Home - 0	3 492 386	1 546 451
Children at Home - 1	4 291 828	2 321 422
Children at Home - 2	1 656 429	859 362
Children at Home - 3	707 805	408 080
Children at Home - 4	392 001	158 486
Children at Home - 5	9 206	6 323
Presence of Children - Yes	7 760 499	4 177 702
Child DOB 1	2 594 337	1 449 432
Child DOB 2	1 197 684	667 735
Child DOB 3	327 434	196 288
Child DOB 4	69 860	41 884
Child DOB 5	5 795	4 003
Children 0 to 5	375 306	154 336
Children 6 to 10	764 009	361 492
Children 11 to 15	1 215 632	572 469
Children 16 plus	1 501 404	597 756
Household Income Band - under £5,000	86	22
Household Income Band - £5,000 to £10,000	9 802	7 533
Household Income Band - £10,000 to £15,000	1 592 540	858 366
Household Income Band - £15,000 to £20,000	2 081 169	1 094 396
Household Income Band - £20,000 to £25,000	2 160 516	1 159 823
Household Income Band - £25,000 to £30,000	1 527 535	848 275
Household Income Band - £30,000 to £35,000	1 428 435	794 610
Household Income Band - £35,000 to £40,000	1 330 086	729 941
Household Income Band - £40,000 to £50,000	1 376 725	790 028

ATTRIBUTE	POSTAL VOLUME	EMAIL VOLUME
Household Income Band - £50,000 to £75,000	1 293 366	781 419
Household Income Band - £75,000 to £100,000	486 731	288 543
Household Income Band - £100,000 to £150,000	338 672	193 243
Household Income Band - £150,000 to £200,000	8 700	9 398
Household Income Band - over £200,000	7 502	8 930
Car Insurance Renewal Month - January	731 914	344 121
Car Insurance Renewal Month - February	677 468	316 140
Car Insurance Renewal Month - March	994 757	414 806
Car Insurance Renewal Month - April	934 547	406 132
Car Insurance Renewal Month - May	911 133	385 540
Car Insurance Renewal Month - June	665 188	302 675
Car Insurance Renewal Month - July	569 250	282 350
Car Insurance Renewal Month - August	840 264	354 347
Car Insurance Renewal Month - September	802 311	348 562
Car Insurance Renewal Month - October	735 703	332 163
Car Insurance Renewal Month - November	808 469	352 551
Car Insurance Renewal Month - December	575 112	276 795
Home Insurance Renewal Month - January	852 418	417 480
Home Insurance Renewal Month - February	758 825	378 842
Home Insurance Renewal Month - March	969 225	477 992
Home Insurance Renewal Month - April	894 456	442 071
Home Insurance Renewal Month - May	940 567	474 596
Home Insurance Renewal Month - June	1 074 119	526 550
Home Insurance Renewal Month - July	1 054 467	540 345
Home Insurance Renewal Month - August	1 175 928	590 131
Home Insurance Renewal Month - September	998 114	483 522
Home Insurance Renewal Month - October	981 858	491 338
Home Insurance Renewal Month - November	956 105	473 236
Home Insurance Renewal Month - December	890 866	450 487
Contents Insurance Renewal Month - January	389 692	199 350
Contents Insurance Renewal Month - February	338 079	173 596
Contents Insurance Renewal Month - March	410 236	211 527
Contents Insurance Renewal Month - April	393 003	203 718
Contents Insurance Renewal Month - May	405 455	211 878
Contents Insurance Renewal Month - June	464 618	235 444
Contents Insurance Renewal Month - July	442 448	232 021
Contents Insurance Renewal Month - August	488 685	257 752
Contents Insurance Renewal Month - September	428 744	216 025
Contents Insurance Renewal Month - October	416 055	214 163
Contents Insurance Renewal Month - November	392 617	202 544
Contents Insurance Renewal Month - December	362 382	190 625
Home Purchase Date	4 185 742	2 480 466
Electricity Provider - British Gas	107 241	67 574
Electricity Provider - EDF	11 127	7 590
Electricity Provider - Eon	26 487	13 665
Electricity Provider - NPower	39 918	23 639
Electricity Provider - SSE	19 675	10 532
Electricity Provider - Scottish Power	13 647	10 429
Gas Provider British Gas	70 101	51 861
Gas Provider EDF	10 903	7 627
Gas Provider Eon	18 051	12 771
Gas Provider NPower	20 232	15 087
Gas Provider SSE	7 181	5 095
Gas Provider Scottish Power	23 691	17 790