

HEALTH & FITNESS DATA SHEET



QUANTITY: 4121



TELEPHONE NO: 4121 (100%)



EMAILS:

Total unique: 3710
(Personal: 1414, Generic: 2296)



DESCRIPTION & TARGET AUDIENCE:

This major list covers all commercial health fitness clubs in chains, hotels and the independent sector. Select the Owner or Manager, Director of Fitness or Aromatherapist as well as by membership size or facilities offered – wet, spa, beauty. With around 15% of health clubs specifying new equipment at any one time, this list is essential data for equipment suppliers as well as manufacturers of membership systems, lockers cubicles, vending etc. A mail followed up by email campaign can produce sparkling results.

JOB CAT	MAILING QTY	EMAILS			TEL NO'S
		GENERIC	PERSONAL	TOTAL	TOTAL
Manager or Owner:	4023	2643	2888	5531	2521
Director of Fitness:	591	324	159	483	506
Aromatherapists:	524	344	81	425	470

FACILITY TYPES (MAY OVERLAP):

Wet Facilities:	1492	Beauty/Aromatherapy:	998
Hotel:	825	Spa:	1265
Independent:	2149	Part of a Chain:	2094

SIZE OF CLUB (MEMBERSHIP):

1-249:	222
250-749:	1034
750+:	1557

*Counts for illustrative purposes only – please enquire for accurate figures

FORMAT:

Data is usually supplied via email as an Excel file but it can also be supplied in hard copy or on labels either for one time use or on a 6 or 12 month lease when the data can be used as many times as you wish within the lease term.



GUARANTEE:

Data from Leisure Lists is very accurate and can be extensively profiled for better targeting and response.

However, any inaccuracy in our mailing or telephone data with details returned within six weeks of supply will receive a £1 refund per record. For email data, any hard bounces will be re-verified free of charge for the duration of your term.



NEXT ACTION:

Just visit our website or contact us via email info@leisurelists.co.uk for advice on maximising sales leads from your next campaign.



HEALTH & FITNESS DATA SHEET

SAMPLE RECORD

Contact: Ms Di Lever

Job Title: Manager

Facility: The Gym Leicester
Aylestone Road

Address: Unit 3, Rawdykes Road

Town: LEICESTER

PostCode: LE2 7JZ

Telephone Number: 01164 640526

Email Address: di.lever@thegymgroup.com

Members: 3000

Wet Facilities: No

Independent/Chain: Chain

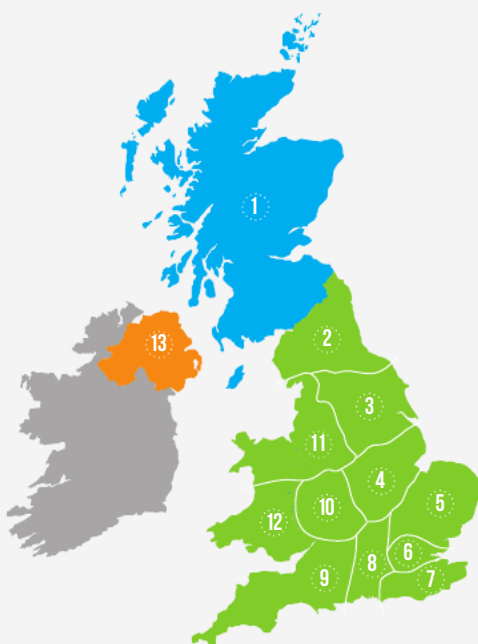
Spa: No

Beauty/Aromatherapy: No

REGIONAL/FACILITY COUNTS:

	1	2	3	4	5	6	7	8	9	10	11	12	13
Regional Counts:	367	233	384	291	528	764	445	318	498	401	507	141	81

AREA MAP



1. Scotland: Borders, Central, Dumfries & Galloway, Fife, Grampian, Highland, Lothian, Orkney, Shetland, Strathclyde, Tayside, Western Isles
2. North: Northumberland, Cumbria, Durham, Cleveland, Tyne & Wear
3. Yorkshire & Humberside: West Yorks, South Yorks, North Yorks, Humberside
4. East Midlands: Lincs, Leics, Derbyshire, Northants, Notts
5. Eastern: Norfolk, Suffolk, Essex, Cambs, Beds, Herts
6. Greater London: London, Middlesex
7. South East: Surrey, Kent, West Sussex, East Sussex
8. Southern: Hampshire, Berks, Bucks, Oxfordshire
9. South Western: Gloucestershire, Dorset, Wilts, Avon, Somerset, Devon, Cornwall
10. West Midlands: West Midlands, Staffs, Shropshire, Warwickshire, Hereford & Worcs
11. North West & North Wales: Lancashire, Cheshire, Merseyside, Gwynedd, Clwyd
12. South Wales: Powys, Gwent, South Glamorgan, Mid Glamorgan, West Glamorgan, Dyfed
13. Northern Ireland: Antrim, Armagh, Down, Fermanagh, Londonderry, Tyrone