

The future is



Targeting lets you choose for success everytime

What is Mosaic ?

It is a way of identifying different household types so that we can accurately deliver to specific areas.

Each of our delivery rounds (approximately 250 households) has been analysed for the type of people who live there. We will then deliver to those rounds, ensuring that your leaflet is delivered with the minimum wastage.

You tell us what sort of people you want to target and we will do the rest.

The 12 Mosaic Lifestyle Groupings

- L1 High Income Families
- L2 Suburban Semis
- L3 Blue Collar Owners
- L4 Low Rise Council
- L5 Council Flats
- L6 Victorian Low Status
- L7 Town Houses & Flats
- L8 Stylish Singles
- L9 Independent Elders
- L10 Mortgaged Families
- L11 Country Dwellers
- L12 Institutional Areas



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