

Deal Interest	Current Deal Details	New Deal Details	Examples of Good Fit
Always Learning	Classes and lessons, from horseback riding to wine tasting	Edifying activities to expand your horizons	glass blowing; trapeze lessons; scuba diving; unique classes; bartending school; aquariums; continuing education; stock trading classes; photoshop classes; marketing classes; social media classes; flight lessons; CPR and self-defense
Audiophile	For those who like to surround themselves with sound	Surround yourself with sound	headphones; speakers; music lessons and DJ lessons (double-tagged with Always Learning); Jammy packs; record stores; CD sets; Billboard Magazine
Beaches	Resorts and hotels offering sandy shores and a laid-back atmosphere	Seaside essentials for a perfectly sunny trip	Hotel/resort/inn/cabin near the beach. Tropical destinations surrounded by the ocean. Sandy coastal towns. Beach destination cruises. Beach vacation necessities (sunglasses; swimsuits; beach cover-ups; suntan lotion; beach towels)
Comedic	Live shows that'll make you laugh, including stand-up and improv acts	Books, movies, and performances that will tickle your funny bone	Standup and improv performances; improv classes; comical plays; comedic/satirical musicals
Crafty	Creative projects and pursuits, from beading to glass blowing	Explore your creativity	arts and crafts; paint-your-own-pottery; BYOB painting; general spends at craft stores; craft festivals, art lessons
Cultural Pursuits	Experiences that expand cultural awareness, such as museums, tours, and literature	Urbane activities, from museums to historical tours	magazines that deal with global economies and cultures (e.g., Time, Newsweek, The Economist); community/national theater; symphonies; ballet; orchestras; many ethnic/world festivals; all museums; ghost tours; architecture/historical tours, etc.
Date Night	Great date experiences and other fun two-person activities	Impress your date with romantic restaurants and activities for two	ice-skating; bowling; fancy restaurants; some prix fixe restaurants; movies; anything good for a night-time date or double date, some ballroom dancing classes
Foodie	The best culinary experiences and epicurean products	Treat yourself to the best-rated gastronomic experiences	curious food events (e.g., garlic festival or whiskey fair); wine tastings; cheese tasting; city/neighborhood food tours; celebrity chef speakers/events; select travel deals (food tours of Italy, etc.)
Fountain of Youth	Experiences that can impart a more youthful appearance	Maintain your youthful glow with restorative products and services	invasive and noninvasive cosmetic procedures (e.g., Botox, chemical peels), microdermabrasion; Velashape; hair restoration; facelift facials; skin tightening; sclerotherapy; blepharoplasty; permanent makeup;
Fresh Air	Outdoor activities, from cycling to sailing	Get off the couch for family-friendly fun	outdoor petting zoo; nature tours; low-key boating; boat rentals; chartered boats (not fishing); surreys; two-hour cycling rentals; segways; botanical gardens; zoos; horseback riding (see Great Outdoors); dolphin/whale-watching (see Great Outdoors); happy hour/sunset cruises
Gadgets + Gear	High-tech products, such as smart phones and GPS receivers	High-tech products and accessories, from smartphones to laptop cases	cell phones and cell phone repair; computer and computer repair; palm pilots; GPS; iPads; iPhone gloves; phone cases; roombas; handheld DVD players; iHome; headphones (double-tagged with Audiophile); chargers; screen repair; laptops; cameras (see also Photographic)
Girls Night Out	For those looking to get out of the house with the ladies	Bring your besties for these all-in activities	BYOB crafting classes; wedding conventions; shopping expos; high tea; most deals structured for multiple women; some in-home parties (tanning, pole dancing, makeup); Getaways deals in a downtown central location; wine tastings; helicopter tours, especially if drinks or food is included; good-for-two pampered deals; trendy restaurants/lounges/clubs; bar crawls
Good for Kids	Stuff that the kids will enjoy	Keep the kids entertained with toys and necessities	camps/lessons, kids' clothing, children's activities, kids' museums, children's vacations (Disney adventures), children's concerts (Yo Gabba Gabba), kids' tutoring; SAT testing; tutoring (Sylvan); family photo shoots; senior portraits; SOME driving lessons. Toys and home decor can be included if they are toys for children. Generally - testing or tutoring that is for children 17 and under should be included in this (e.g. SAT/ACT/PSAT, Huntington Learning Center, Sylvan Learning Center, etc.).
Great Outdoors	Gear and getaways for outdoor adventures, from hiking to ski vacations	Gear and getaways for outdoor adventures	canoeing; kayaking; archery; skiing; snowboarding; hiking yoga; ice fishing; fly fishing; rock climbing; sailing; outdoor equipment/gear; trail rides (see Fresh Air); ATV/off-roading; bikes and bike tune-ups
Green Thumb	Supplies and classes for cultivating lush gardens and verdant lawns	Cultivate the lushest garden on the block	landscaping deals, horticulture classes, general spend at nurseries, gardening supplies/classes; potted plants (see also Nester)

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Healthy Living	For those who take care of their overall well-being with exercise, yoga, and balanced nutrition	Be well with exercise and balanced nutrition	Deals for general sustainable health: e.g., fitness-related deals, strength-related deals, natural weight-loss related deals (NOT invasive weight loss or weight loss using fat-loss related pills), nutrition advice, nutrition classes, mental-health sessions, etc. health-oriented restaurants; ALL fitness classes; gym memberships; yoga; therapeutic and sports massages; fitness apparel; pre-packaged healthy meals; cooking classes geared toward living healthfully; healthful groceries; fitness dvds; acupuncture; GNC; chiropractors; meal-planning etc.
Home Improvement	Do it yourself, from home repairs to renovation projects	DIY projects and expert services for your home	Home-maintenance deals (e.g., furnace repair, handy-man services, air duct cleanings, roof repairs); exterior painting; window and lighting installation; junk removal; carpet cleaning (see Nester); hardware stores; lawn care (see Green Thumb); SOME home organization (see Nester)
Home Theater	For those who want the silver screen in their living room	Bring the silver screen to your living room	Home entertainment: flatscreen televisions, surround sound (see Audiophile); soundbars; DVDs/DVD players; blu-ray anything; projectors; home video conversion services; Roku, Chromecast, and other internet-broadcast devices
Just Dance	Performances that inspire you to hit the dance floor	Hit the dance floor	adult dance classes (see Date Night, Always Learning); Zumba; some dance/techno concerts; restaurants with heavy emphasis on after-dinner dancing; PDS = "Dance / Electronic - Music," "Techno"
Kitchen Couture	Culinary tools and activities, from cooking demos to kitchen appliances	Hone your culinary prowess	Kitchen appliances; gourmet salts and oils; aprons; specialized cooking/baking classes; in-home cooking class/demos; cookbooks; gourmet meats/lobster (see The Finer Things, Party Planner, Foodie); home-delivered wines and other liquor; wine accessories
Let's Do Brunch	Midday meals that bridge breakfast and lunch	Roll out of bed and into a bloody mary	Brunch and breakfast
Lighter Footprint	For those who want to be eco-friendly	Day-to-day eco-conscious alternatives	eco-friendly dry cleaning deals and cleaning products; bicycle shares; CSAs; local foods; car sharing; organic foods, organic makeup; reusable water bottles; recyclable flip-flops; bicycles and bike tune-ups; eco-friendly hotels
New Car Smell	For those who strive to keep their car looking good and running well	Services and accessories for the discerning gearhead	everything cars: oil changes; washes; detailing; window tinting; wiper-blade replacement; AAA memberships; auto shows; GPS; decals
Night Owl	Late-night spots for those who don't sleep, from bowling to last call	Spend a late evening out on the town at live shows or trendy eateries	clubs, late-night bars, late-night restaurants, party buses, late-night booze cruises; hookah bars
Once in a Lifetime	Extraordinary "bucket list" opportunities, such as skydiving and helicopter tours	Check off everything on your bucket list	skydiving; hot air balloon rides; flight experiences; helicopter tours; vespa trip through Napa Valley; scuba diving; trapeze lessons; Name-a-Star; famous haunted sites; flight lessons
Pampered	Indulgent delights, from pastries and flowers to massages and mani-pedis	Spoil yourself with spa indulgences	facials; nontherapeutic spa treatments; spa mani-pedis; hotel packages that include spa components; handheld massagers; chair massages; essential oils
Party Planner	Everything you need to entertain in style	Host the most fun	wedding stuff; party deals; bakeries/cakes; flower arrangements; drinking accoutrements; cocktail classes (not bartending certification); structured for 8+ people: paintball, bowling, meals, etc.); catering; GetMaineLobster.com; grill accessories; invitations; photobooths
Perfect Gentleman	Dapper detailing for the modern man, from custom clothes to close shaves	Dapper detailing for the modern man	tailoring; blacksocks.com; custom suits and shirts; men's spas; barbershops; men's haircut at regular salons; cufflinks (including the Sporting Life variety); watches; cigars; hard-liquor tastings; high-end jackets and coats
Pop Star	Celebrity musicians playing their hits, loud and live	Must-hear hitmakers	Catchy hooks that appeal to everyone. Pleasurable to listen to, rather than having much artistic depth. Commercially manufactured for mass audience appeal. E.g., Michael Jackson, Madonna, Justin Bieber PDS "Pop"
Quick Bites	Uncomplicated dining experiences that won't waste your time or budget	Grub on the go	take-out meals; lunch sandwiches; pizza; no waiter service
Rainy Day	For those who welcome indoor activities and entertainment	Stay active indoors when the sky turns gray	movies; museums; bowling; laser tag; indoor skating rinks; indoor family centers; bookstores; record stores; Blockbuster rentals; puzzles, board games; umbrellas
Risqué Business	Products and classes that will light the spark or fan the flames of passion	Fan the flames of passion	museums/tours (The Armory, Museum of Sex); pole classes; sexy fitness; boudoir photography; toys, lubricants, and other paraphernalia; lingerie
Simple Pleasures	Small treats such as cupcakes, magazine subscriptions, and deli punch cards	Let the little things in life make your day	things with punch-cards, coffee/tea, olive oil; multi-subject and gossip newspaper and magazine subscriptions (e.g., O, The Oprah Magazine), treats like cupcakes or ice cream (see Party Planner, Sweet Tooth)

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Sporting Life	For those who have team spirit and enjoy athletic competition	Show your team spirit	sporting events; sports DVDs; roller derby; martial arts and fencing (see Adrenaline, Healthy Living); sports lessons; marathon/triathlons; monster/warrior dashes; memorabilia; bikes and bike accessories; sports equipment and apparel; team logo rugs. apparel, bedding
Swimsuit Season	Warm weather essentials that prep bods for the sun with tanning, toning, and beach-ready apparel	Get your body bikini-ready	spider vein removal; cellulite reduction; tanning beds; spray tanning; bikini/leg hair removal (laser and waxing); boot camps/CrossFit; weight loss supplements; all liposuction deals (laser or "non-invasive" or not
The Finer Things	Sophisticated opportunities, such as upscale dining experiences and yacht excursions	Upscale opportunities and elegant gifts	high-end jewelry (see Threads, Good for Gifting); custom/pricey tailoring, bridal-gown preservation, and formalwear (see Threads); Ferrari rentals (see Adrenaline, Once in a Lifetime); yacht excursions; cigars; really really expensive car detailing; car services such as limousines and town cars (NOT shuttles); Reserve deals
Theater District	Celebrated, high-art theater productions, from Shakespeare to Mamet	Theatrical performances and classes for the thespian in you	Small to large scale plays or dramatic performances; acting classes
Threads	For those who dress to thrill	Head-to-toe fashion for those who dress to thrill	clothing; low-end watches; sunglasses and glasses; expensive objects: see The Finer Things; dry cleaning; steamers and irons; accessories and shoes; underwear; lingerie
Toyland	Fun stuff for those who don't want to grow up, from comic books to pinball machines	Fun stuff for those anyone who doesn't want to grow up	pinball machines; shark blimp; remote-control helicopters; comic books (see Gamer)
Well-Groomed	Upkeep essentials, such as electric toothbrushes and laser hair removal	Doll yourself up with hair, skin, and nail essentials	electric toothbrushes; hair brushes; all dental deals; foot care deals; all hair stuff; shaving kits (see Perfect Gentleman); all facials; eyelash extensions
Will Call	Live sports, music, and theater events	Tickets to events near you	sporting events (see Sporting Life); large live music events; circuses (both Barnum & Bailey and Cirque du Soleil); performances on ice; Nutcracker ballet; blockbuster musicals (see Musicals)