

Total File Size: 100,000

Cost per '000: £150-£250

Finance & Publishing

Background

Global-investor.com is the UK's leading manager of mail order and online financial bookshops, selling titles on personal finance and stock market investing. Having built up a unique database of serious investors, they are generally acknowledged as the specialists in this area.

Individuals have bought books via the online bookstore, but also through branded shops run for many of the leading finance websites, and through special offers run in newspapers such as the *Financial Mail on Sunday*, *Investors Chronicle*, *Daily Telegraph* and *Shares* magazine. Global-investor.com also recruits buyers at the leading financial conferences and exhibitions.

Buyers are mainly male, have spent between £20 and £200 on their books and are astute investors who have a self-reliant attitude to their finances and an interest in high-quality financial products.

Approximately 90% of the names buy online, so this file also provides email addresses of buyers – a rare commodity in the financial market and therefore suitable for online offers.

File Breakdown

	Buyers	Enqs
UK	62,000	17,000
International	11,000	7,000
Email	25,500	

Profile

- 83% male, 17% female
- 6,500 0-12 month buyers
- 66% aged 35+
- Predominantly earn in excess of £30,000
- Read the *Daily Telegraph*, *Times* and *FT*
- 65% own stocks, shares or unit trusts
- **Full profile information available upon request**

Selection Available

Geographic	£10 per '000
Gender	£10 per '000
Recency	£10 per '000
Home/Business Address	£10 per '000
N'th/Flagging	No charge
Named Individuals	No charge
Counts	No charge

(guaranteed within 24 hours)

Source

- Internet
- Exhibitions

...Please turn over for further information

Data correct as of October 2008

For the latest counts, check out our website at: www.listlab.com

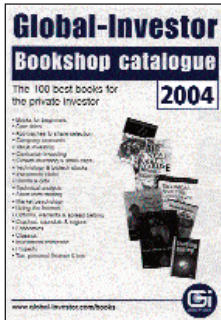
Or telephone +44 (0)20 7484 8686 List warranty number: 003086



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Example



List Rental Rates (per '000)

Buyers	£150
Enquirers	£95
Email	£250
Charity Discount on Base Rental	up to 20%
List Broker Commission to DMA Members	up to 20%

Production/Delivery Costs

Email	£40
Disk	£40
Self-Adhesive Labels	£10 per '000
Key Coding	£4 per '000
Run-on Charge	£10 per '000
Delivery (UK)	£40
Delivery (Overseas)	£45
Delivery within 2 days (additional charge)	£50

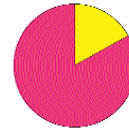
Useful Info

- Check out the website at www.global-investor.com
- Email and postal addresses available
- This file is updated on a monthly basis
- This file has been seeded
- This file has been MPS cleaned

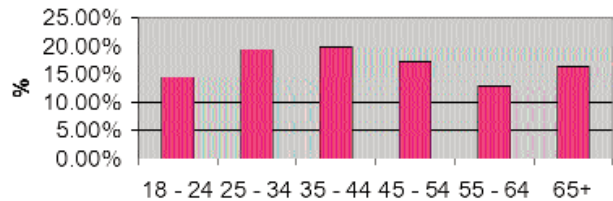
Illustrated Profile

Gender

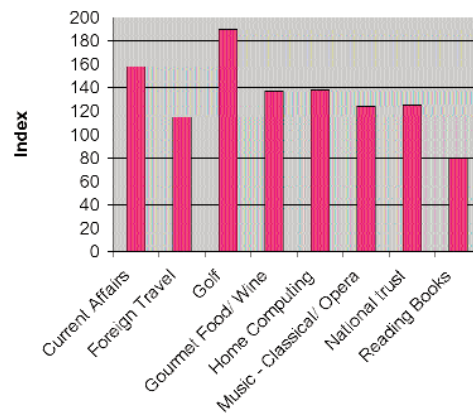
female
 male



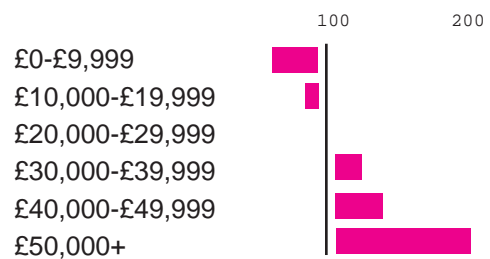
Age



Hobbies & Interests



Affluence Indicators



Restrictions

- Sample mail piece submitted for approval
- Minimum order 5,000
- One-time usage only
- List rental agreement must be signed by mailer
- First time rental must be prepaid
- Brokerage commission rates are offered on a reciprocal basis where applicable
- Full terms and conditions available on request