

Total File Size: 103,000

Cost per '000: £130

Finance & Publishing

Background

This exceptionally targeted file is maintained and sourced by leading financial publishers, Fleet Street Publications. It consists of investors in companies which are either regarded as small cap (ie have a market capitalisation of £300 million) or are companies with shares valued under a pound. These astute traders are looking for long-term investments across various sectors of the market and are eager to find out information on any companies which could improve their portfolio.

The file is mainly male, is predominantly in the 45+ age bracket and is updated quarterly. These names have knowingly proved responsive to direct mail investment campaigns and are believed to be suitable targets for similar subscription offers and selected personal investment providers.

File Breakdown

Investors 103,000

Profile

- 80% of individuals are home owners
- 65% Male, 35% Female
- Majority of the file is 45yrs and over
- Individuals read predominantly the Daily Mail or Daily Telegraph
- Golf, current affairs & heritage are dominant interests
- 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 (guaranteed within 24 hours)	No charge

Source

- All individuals have invested in shares

...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: 000671



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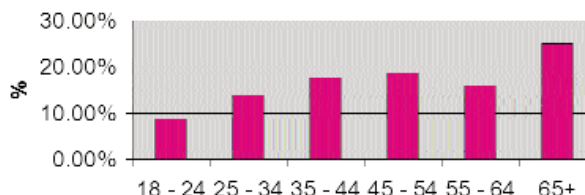


Example



Illustrated Profile

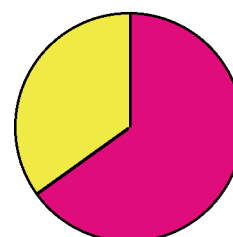
Age



List Rental Rates (per '000)

Investors	£130
Charity Discount on Base Rental	up to 20%
List Broker Commission to DMA Members	up to 20%

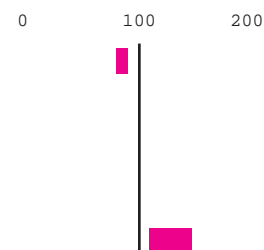
Gender



Production/Delivery Costs

Email	£40	
Disk	£40	
Self-Adhesive Labels	£10 per '000	
Key Coding	£4 per '000	
Run-on Charge	£10 per '000	£0-£9,999
Delivery (UK)	£40	£10,000-£19,999
Delivery (Overseas)	£45	£20,000-£29,999
Delivery within 2 days (additional charge)	£50	£30,000-£39,999
		£40,000-£49,999
		£50,000+

Affluence Indicators



Useful Info

- This file is updated on a quarterly basis
- This file has been seeded
- This file has been MPS cleaned

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