

# Private Investors Masterfile



**Total File Size: 550,000**  
**On-line Investors 45,000**

**Cost per '000: £130**

Finance & Publishing

## Background

The Private Investors Masterfile is a dynamic file consisting of active investors in fast-growing companies. The file is sourced by the financial newsletter publisher, *Growth Company Investor*, and is high net worth, predominantly male, with the majority of names having made at least one purchase within the last 12 months. Names can be selected by the type of industry or market they have bought into, as well as multi-investors. These individuals are 100% active stock market traders investing in fast-growing companies

Within this file, there are 45,000 online investors who have traded on the Internet. These names will therefore be computer-literate, and in the ever-growing business of online trading, this file is sure to attract interest from Internet investment offers or brokerage services, as well as financial publishers and Internet service providers.

## File Breakdown

### Industry Sector Breakdown

Software & Computer Services	113,000
Media & Photography	37,000
Pharmaceuticals	36,000
Leisure, Entertainment & Hotels	36,000
Electricals & Electrical Equipment	35,000
Industrial Transport	33,000
Speciality & Other Finance	28,000
General Retail	26,000
Telecoms	12,000

## Selections Available

Online Investors	£70 per '000
Multi-shareholders	£20 per '000
Geographic	£20 per '000
Market/Industry Sector	£20 per '000
Gender	£20 per '000
Recency	£20 per '000
Home/Business Address	£20 per '000
N'th/Flagging	No charge
Named Individuals	No charge
Counts (guaranteed within 24 hours)	No charge

## Profile

- 65% male, 35% female
- Majority aged 35-65 years
- Majority are likely to earn over £40,000
- 100,000 0-12 month investors
- More likely to read the Daily Telegraph, Times or FT
- Own Amex/Diners card
- 85% either own shares, unit trusts or an ISA
- Interests include fine art, golf and overseas travel
- Full profile information available upon request

## Source

- Share register

...Please turn over for further information

**Data correct as of October 2008**

For the latest counts, check out our website at: [www.listlab.com](http://www.listlab.com)

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## Example



## List Rental Rates (per '000)

Private Investors	£130
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

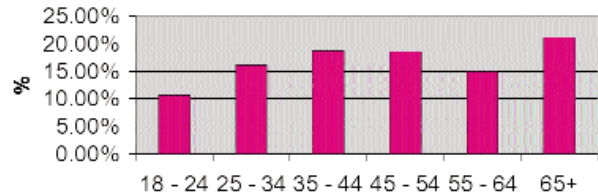
- This file is updated on a monthly basis
- This file has been seeded
- This file has been MPS cleaned

## Illustrated Profile

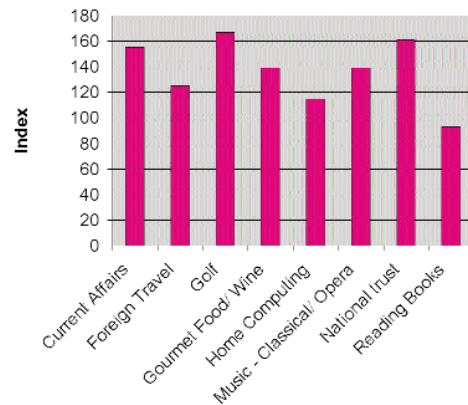
### Gender



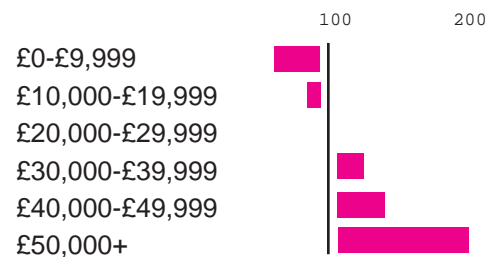
### Age



### 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