

**Total File Size: 25,000**

**Cost per '000: £150**

Finance & Publishing

## Background

If you are looking for affluent individuals who have been sourced by direct mail, this list could be exactly what you need for your next campaign.

Shares magazine is a weekly publication which deals purely with investing in the stock market, dealing with shares, options and spreadbetting. It is the number two selling title in the financial magazine market place, behind *Investor's Chronicle*. The names on this file are all former subscribers who are thought to be active private investors. The magazine is aimed at financially savvy individuals who are believed to have money tied up in property, pensions and other investment funds. Therefore, they would be particularly receptive to offers of this kind, as well as online trading services.

Shares magazine costs £123 per year to subscribe to, with the names on this file being predominantly male, aged 40+ and high net worth individuals. As well as direct mail, these buyers have been sourced from inserts, off-the-page advertising and attendees of financial exhibitions.

## File Breakdown

	Buyers
Shares Magazine Buyers	25,000

## Profile

- 85% male, 15% female
- 60% are aged 25-54
- Average income £25,000+
- 77% are home owners, 78% own cars
- Read broadsheet newspapers
- Interests include eating out, worldwide travel, home computing, gourmet food and current affairs
- **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 ( <b>guaranteed within 24 hours</b> )	No charge

## Source

- Off-the-page advertising
- Direct mail
- Inserts
- Exhibitions
- Online

...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)

Or telephone **+44 (0)20 7484 8686** List warranty number: 003414



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## Example



## List Rental Rates (per '000)

Buyers	£150
Charity Discount Available	
Inserts available on approval	
<a href="#">List Broker Commission to DMA Members</a>	up to 20%

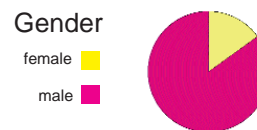
## Production/Delivery Costs

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

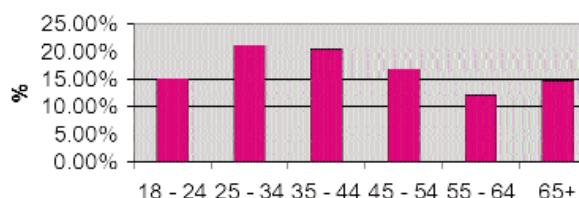
## Useful Info

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

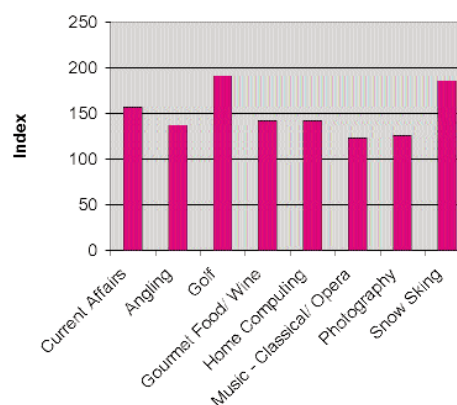
## Illustrated Profile



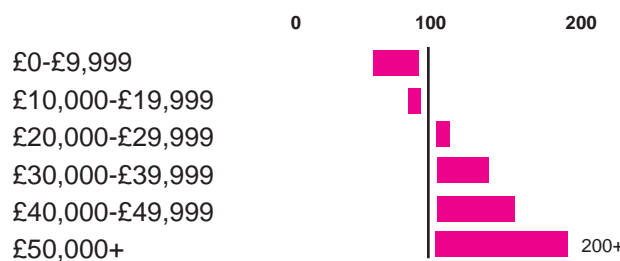
Age



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