

Total File Size: 90,000

Cost per '000: £130-£180

**Finance & Publishing
Business-To-Business**

Email and postal names available

Background

Hemscott specialises in providing high-quality financial and investment information on over 2,200 listed companies to both the professional and the personal investor.

These individuals have all registered online to become subscribers to the Hemscott.net information service. In return, they receive highly sought-after financial news from which they decide on how best to build their share portfolios.

The majority of these investors are either CEOs, managing directors or Finance Directors as well as senior decision makers in, for example, companies listed on the FTSE 100. 55% of these individuals have share portfolios worth between £25,000-£500,000 and are predominantly home owners living in the South East. Hemscott add, on average, 4,000 new subscribers to the website each month who are predominantly male, aged 35-65 years old, 20% of whom earn in excess of £100,000.

This is a very niche, highly targeted website and the list would be suitable for high-priced products as well as financial services and upmarket publications and magazines.

File Breakdown

Opt-In Email subscribers	90,000
Postal Subscribers	82,000

Profile

- 88% male, 12% female
- 90% aged 35+ years
- 79% earn £40k+
- 46% have investment portfolio exceeding £75k
- 56% have private healthcare
- 17% purchase cars on behalf of their company
- Individuals collectively hold over £52 billion under investment

Selection Available

Geographic	£10 per '000
Gender	£10 per '000
Recency	£10 per '000
N'th/Flagging	No charge
Named Individuals	No charge
Counts (guaranteed within 24 hours)	No charge

Source

- Internet

...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: 003406



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Hemscott Investment Email Subscribers



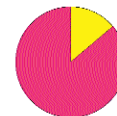
Example



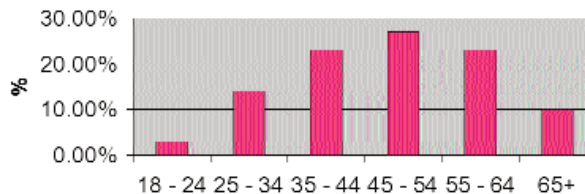
Illustrated Profile

Gender

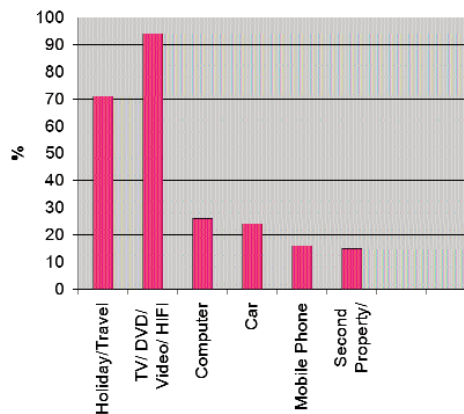
female ■
male ■



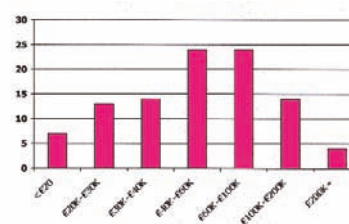
Age



Purchase Intentions



Affluence Indicators



List Rental Rates (per '000)

Postal addresses	£130
Email addresses	£180
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.hemscott.net
- This file is updated on a monthly basis
- This file has been seeded

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



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