

# The Financial Publishing Masterfile



**Total File Size: 1,885,000**

**Cost per '000: £130-£170**

Finance & Publishing

## Background

This excellent and unique database is made up of subscribers to and buyers of some of the most highly-acclaimed financial magazines and newsletters in the UK. Titles include: *Shares Magazine*, *Bloomberg Money*, *Equity Link*, *What Investment*, *Moneyweek* and many more. These quality financial consumer titles deal with all areas regarding personal finance, including share investments, pensions, fund management and online trading. The subscribers are financially astute and aim to receive a regular source of informed and intelligent comment on current financial matters.

All the names on this new database have been sourced by direct mail and off-the-page advertising.

Subscribers pay between £30 and £359 per annum to subscribe to their titles. The names on this file have all shown an interest in the stock market, are predominantly male and are high net worth.

Regularly cleaned and updated, these names are ideal names for investment offers, financial products and services, and charity promotions.

## File Breakdown

Bloomberg	25,000
Equitylink	217,000
Everyinvestor	510,000
Global Investor	100,000
Hemscott	90,000
Interactive Investor	400,000
MoneyWeek	132,000
Moneywise	275,000
Shares	25,000
What Investment	109,500

## Profile

- 65% male, 35% female
- Majority aged 35-65 years
- Majority are likely to earn over £40,000
- 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

## Selection Available

Multibuyers	£50 per '000
Hotline	£20 per '000
Geographic	£10 per '000
Gender	(per selection)
Recency	
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**



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MONEYWEEK

SHARES

Bloomberg.com

What INVESTMENT

## Example



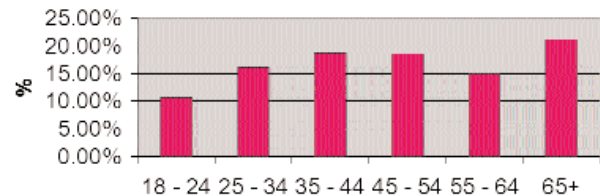
## Illustrated Profile

### Gender

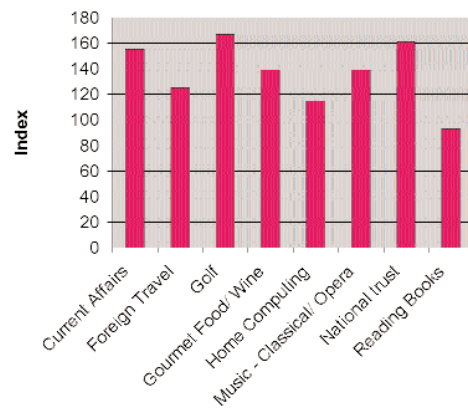
female  
male



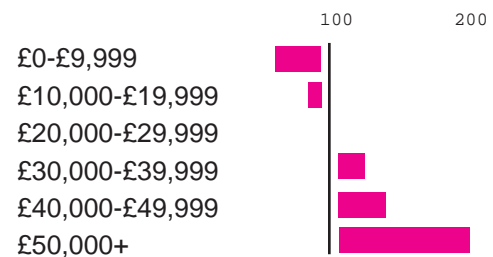
### Age



### Hobbies & Interests



### Affluence Indicators



## List Rental Rates (per '000)

Active Subscribers	£170
Buyers	£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 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



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