

Total File Size: 400,000

Cost per '000: £130

Finance & Publishing

Email and postal names available

Background

Interactive Investor (www.iii.co.uk) is the UK's leading independent investor website. As such, it attracts the savviest of investors, and has over 20% of the UK's millionaires as registered users. As pioneers of the UK's online financial sector, Interactive Investor has built a wealth of products which are particularly engaging to affluent investors.

Interactive Investor offers its users up-to-the-minute news, information and tools to help solve all their financial needs and have won numerous industry awards since its inception in 1995, including best share dealing website 2004/5. It now boasts an impressive 1.7 million registered users and around 650,000 unique visitors per month. The site is renowned for its vibrant investor community and receives several thousand postings every day, on its popular discussion boards.

These investors are typically male, aged 25-44 years, with 33% of them earning over £50k pa. Almost 70,000 investors have registered in the past 12 months. Significantly, these names have not been released for direct mail before and are a fresh, clean source of affluent investors to market to.

Individuals use the site for research and information gathering, as well as for making financial transactions. These transactions can be across a wide range of products - from share trading and savings, to ISAs and mortgages. 29% of users have set up share portfolios and are actively trading, while a further 40% of users have bought property outright (typically in London).

File Breakdown

<u>Postal</u>	
Actives	289,000
<u>Email</u>	
Double opt-in	400,000
<u>Newsletters</u>	
Investment Group	57,000
ISA and Funds Group	29,000
Personal Finance Group	63,000

Selection Available

Geographic	£10 per '000
Gender	£10 per '000
Recency	£10 per '000
Traders	£20 per '000
Subscribers	£20 per '000
N'th/Flagging	No charge
Named Individuals	No charge
Counts (guaranteed within 24 hours)	No charge

Profile

- 78% Male - 22% Female
- 54% aged 25-44 years
- 137,000 individuals earn over £100,000
- 32,000 are millionaires
- 39% homeowners
- 17% have household assets of above £250k
- Mosaic profiling indicates 25% are 'Symbols of Success'

Investment interest

- Savings: 48,000
- SIPPS: 10,000
- Property: 38,500
- CFD: 34,000
- Share Dealing: 31,000
- ISA's: 36,500
- Spread Betting: 10,000

Source

- Registered online users

...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: 003411



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Example



List Rental Rates (per '000)

Registered Postal Users	£130
Registered Email Users	£100-£120
Charity Discount on Base Rental	up to 20%
List Broker Commission to DMA Members	up to 20% postal rental up to 15% email rental

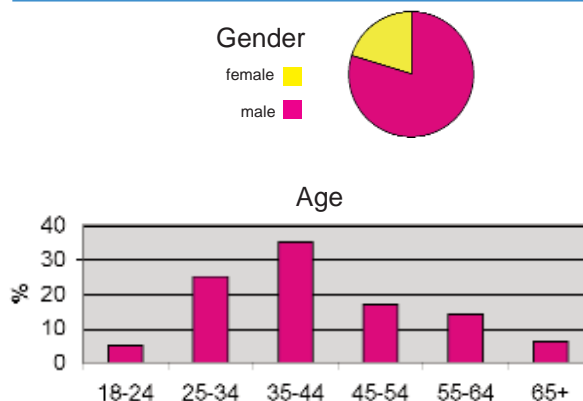
Production/Delivery Costs

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

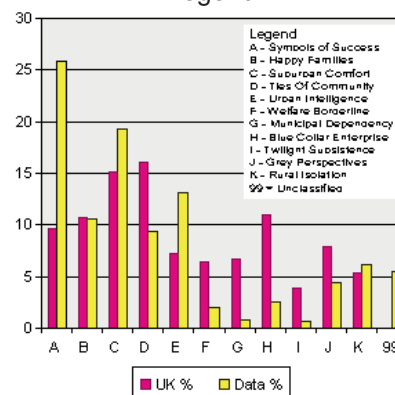
Useful Info

- Check out the website at www.iii.co.uk
- This file is updated on a quarterly basis
- This file has been seeded
- This file has been MPS cleaned

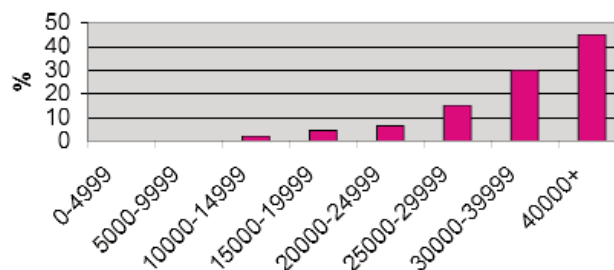
Illustrated Profile



Legend



Affluence Indicators



Restrictions

- Sample mail piece submitted for approval
- Minimum order 5,000 postal names
- Minimum order 20,000 email names
- Orders of 20,000-100,000 email names require 5 days for delivery
- Orders of above 100,000 email names require 1 month for delivery
- 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