

Equitylink Newsletter Financial Subscribers and Investors



Total File Size: 217,000

Cost per '000: £110-£180

Finance & Publishing

Background

This extremely high-quality database consists of subscribers and buyers of two newsletters from the investment publisher, Equitylink.

The Momentum Investor picks strong, reliable stocks even in slow, volatile markets. *The Small Company Sharewatch* newsletter analyses a huge range of companies whose stock they anticipate will rocket in value and then advises their subscribers which ones will perform best.

Subscribers pay between £69.50 and £99.50 per year to receive monthly newsletters. The publications are aimed at affluent, high net worth investors, many of whom have substantial share portfolios. They are mainly male, aged 40+ and have been sourced by inserts and direct mail.

The file also contains a list of active investors who have all purchased at least one share across various fast-growing sectors of industry. These financially-astute individuals are all known investors and have already proved extremely responsive to personal finance offers.

File Breakdown

	Active	Lapsed	Enqs
The Momentum Investor	5,000	2,000	5,000
Small Company Sharewatch	2,500	3,000	5,000
Private Investors	195,000		

Profile

- 85% male, 15% female
- Predominantly aged 40+
- Thought to earn in excess of £35,000
- Thought to mainly read the FT, *Daily Telegraph* and *Times*
- Full profile information available upon request

Selection Available

Newsletter	£10 per '000
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 (guaranteed within 24 hours)	No charge

Source

- Direct mail
- Inserts

...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



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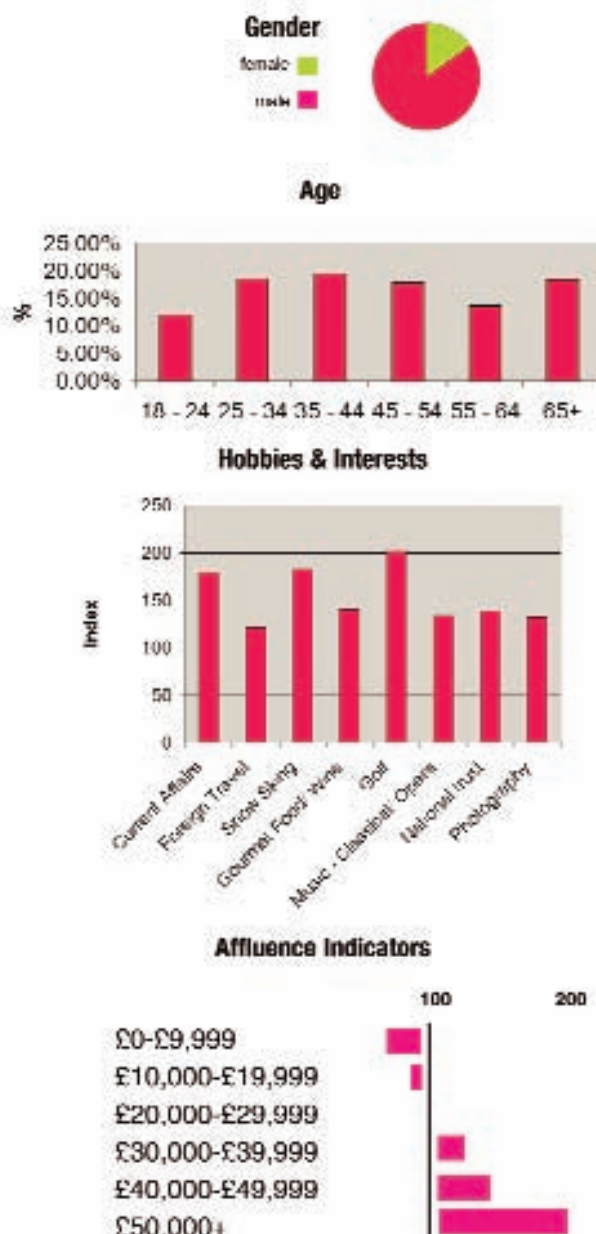
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Example



Illustrated Profile



List Rental Rates (per '000)

Actives	£180
Lapsed	£135
Enquirers	£110
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	£50
(additional charge)	

Useful Info

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

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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