

**Total File Size: 285,000**

**Cost per '000: £100-£165**

## Finance & Publishing

### Background

Capital Ideas is an independent financial publishing house in the United Kingdom with over two decades of publishing experience.

Readership across the titles tends to be male, aged 45+ and affluent – on average they earn £40,000 or more a year. The subscribers pay up to £199 per annum and are homeowners (87%) who are likely to have their own business or be in a senior management role. They are seeking information on the changes in the investment industry plus advice and investment opportunities through which they can gain as they grow into retirement.

The names are recruited via Direct Mail and off-the-page advertising. The profile indicates that their interests lie not only in stocks and shares but also in The National Trust, collecting, wines, domestic issues, home computing, theatre, the arts and antiques.

### File Breakdown

|                               |         |
|-------------------------------|---------|
| Investing For Growth          | 36,000  |
| Complete Guide to Home Buying | 10,000  |
| What Mortgage                 | 8,000   |
| Mortgage Introducer           | 13,000  |
| Personal Finance & Savings    | 50,000  |
| What ISA                      | 12,000  |
| Investment Titles             | 156,000 |
| Email addresses               | 150,000 |

### Selection Available

|  |              |
|--|--------------|
| Geographic                                   | £10 per '000 |
| Gender                                       | £10 per '000 |
| Publication                                  | £10 per '000 |
| Recency                                      | £10 per '000 |
| Home address                                 | £10 per '000 |
| N'th/Flagging                                | No charge    |
| Named Individuals                            | No charge    |
| Counts ( <b>guaranteed within 24 hours</b> ) | No charge    |

### Profile

- 62% male, 38% female
- 85% home address
- 66,000 0-12 months recency
- 30,000 telephone numbers
- 91% earn over £20,000 per annum
- Frequent holiday makers
- Most own a variety of credit & store cards
- Generally married
- 87% homeowners
- **Full profile information available upon request**

### Source

- Direct Mail
- Off-the-page advertising
- Subscription

...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)

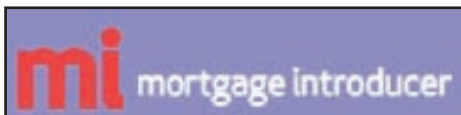
Or telephone **+44 (0)20 7484 8686** List warranty numbers: 000151, 000152



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The Strand, 8 Duncannon St  
London WC2N 4JF  
Tel: +44 (0)20 7484 8686  
Fax: +44 (0)20 7484 8720  
Email: [lists@listlab.com](mailto:lists@listlab.com)  
Web: [www.listlab.com](http://www.listlab.com)



## Example



## List Rental Rates (per '000)

|                                       |           |
|---------------------------------------|-----------|
| Actives                               | £165      |
| Buyers                                | £140      |
| Enquirers                             | £100      |
| 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<br>(additional charge) | £50          |

## Useful Info

- MPS screened
- PAF verified
- This file is updated on a monthly basis
- This file has been seeded
- See [www.capitalideasplc.com](http://www.capitalideasplc.com)

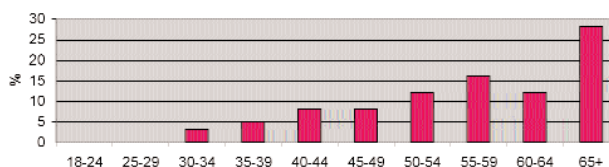
## Illustrated Profile

### Gender

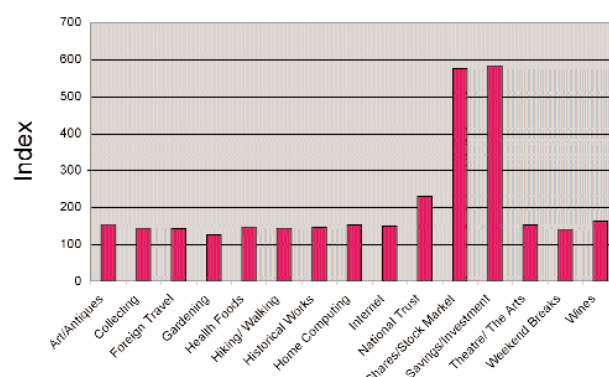
female   
male 



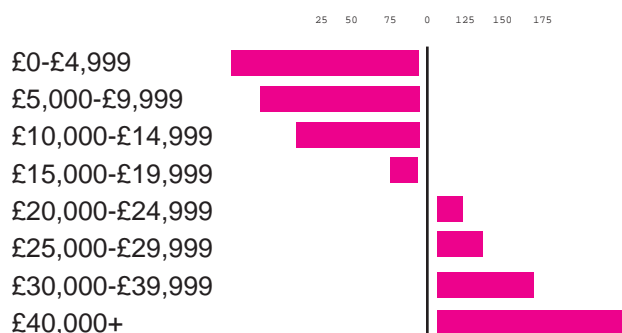
### Age



### 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