

# PrecisionIR Investor Relations – Annual Reports Service



**Total File Size: 30,000**

**Cost per '000: £150**

**Finance & Publishing**

## Background

PrecisionIR's investor services have provided investors with free access to important financial information. The Annual Reports Service provides seasoned investors with annual and interim reports from hundreds of listed companies spanning scores of sectors. Working in partnership with many prestigious media partners, the ARS boasts loyal, investment-savvy customers who pride themselves on informed investing.

This global company offers a highly profiled database comprising active UK customers who have ordered in the last 3 years, whilst looking for their next investment.

Largely professionals/retired, they have high household incomes averaging £90,000 and impressive net worth of close to £550,000 (exc. Property). Predominantly male, more than 70% are over 35, with nearly 60% over 45 years old.

60% of customers have more than 10 years investment experience. Their diverse pool of investments range from ISAs, bonds, stocks/shares, pensions, and property. Close to 60% have purchased shares in the last 12 months having ordered a company's annual report, and invested nearly £20,000 in that time. Showing great financial acumen, their portfolios average 10 different companies. Information on preferred sectors is provided.

The database has very recently been cleaned, and is frequently updated with new customers generated via multiple channels – online and offline. This is a quality list of high responders, offering an invaluable opportunity to communicate with affluent, knowledge-seeking individuals who are highly active in financial arenas.

## File Breakdown

0-12 Months 10,000

## Product Category

Aerospace	3,209
Agricultural	1,018
Automotive	3,232
Banks	10,410
Biotech	1510
Building	7,639
Business	8,094
Chemicals	3,788
Closed End Fund	8,477
Computers	6,093
Consumer	7,725
Electronic	5776
Food	8,518
Healthcare	7,210
Industrial	2,678
Leisure	6,922
Metals	5,668
Oil	7,829
Publishing	5,718
Real Estate	5,745
Telecom	4,374
Transport	5,108
Utilities	5,473

## Profile

- 85% male, 15% female
- Average aged 46
- High household income averaging nearly £90,000
- Average net worth of nearly £550,000 (exc property)
- Average financial portfolio of £206,000 (exc property)

## Source

- Online
- Direct mail
- Inserts

## Selection Available

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

...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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## Example



## List Rental Rates (per '000)

Postal Addresses	£150
Charity Discount on Base Rental	up to 20%
<a href="#">List Broker Commission to DMA Members</a>	up to 20%

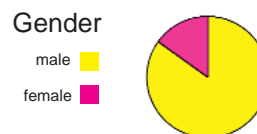
## Production/Delivery Costs

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

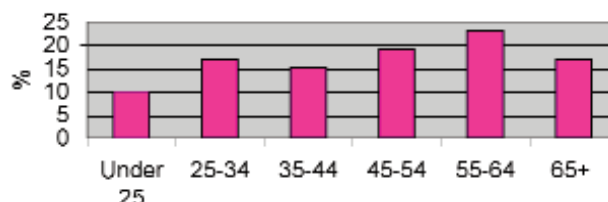
## Useful Info

- This file is updated on a quarterly basis
- This file has been seeded
- This file has been MPS cleaned

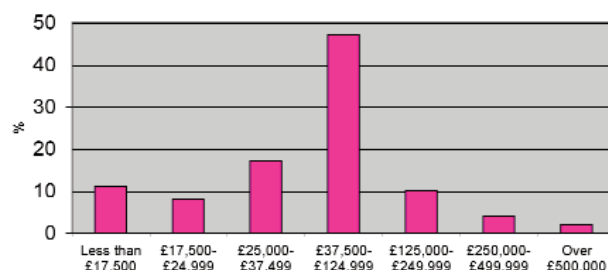
## Illustrated Profile



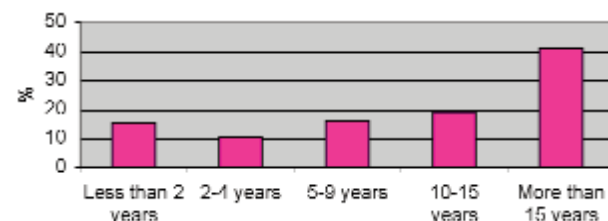
Age



Household Income



Investment Experience



## 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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