

Annual Insert Volume: 1,300,000

Cost Per '000: £80-160

MAGAZINE

*Reduced Rate Available For
Media & Print Package*

PROFILE

- 85% male, 15% female
- 60% are aged 25-54
- Average income £25,000+
- 77% are home owners, 78% own cars
- Read broadsheet newspapers
- Interests include eating out, worldwide travel, home computing, gourmet food and current affairs
- Full profile information available on request

SOURCE

- Off-the-page advertising
- Direct mail
- Inserts
- Exhibitions
- Online

BACKGROUND

If you are looking for affluent individuals who have been sourced by direct mail, this insert programme could be exactly what you need for your next campaign.

Shares magazine is a weekly publication which deals purely with investing in the stock market, dealing with shares, options and spreadbetting. The magazine is aimed at financially savvy individuals who are believed to have money tied up in property, pensions and other investment funds. Therefore, they would be particularly receptive to offers of this kind, as well as online trading services.

Shares magazine costs £99 per year to subscribe to, with subscribers being predominantly male, aged 40+ and high net worth individuals. As well as direct mail, these buyers have been sourced from inserts, off-the-page advertising and attendees of financial exhibitions.

INSERT SCHEDULE AND AVAILABILITY

Approx. 25,000 available per week of which 8,500 are subscriber mailings

Call for availability and approval

USEFUL INFORMATION & RATES

Inserts £95*

Commission to DMA Members up to 10%

**Rates based on weight less than 10 grams. Inserts over 10 grams subject to additional charge.*

Data correct as of August 2010

For the latest counts, check out our website at: www.medialabgroup.com

Or telephone **+44 (0)20 7534 1760**

EXAMPLES



RESTRICTIONS

- Sample insert submitted for approval
- Minimum order 25,000
- Maximum size 195 x 265 (15-20grams)
- First time insert booking must be prepaid
- Brokerage commission rates are offered on a reciprocal basis where applicable
- Full terms and conditions available on request
- Insert agreement must be signed by mailer

• Check out the website at www.sharesmagazine.com

List Opportunity also available

ILLUSTRATED PROFILE

Gender



Age

