

Growth Company Investor Insert Programme Finance & Publishing



Annual Insert Volume: **377,000**

Cost Per '000: **£135-200**

MAGAZINE

*Reduced Rate Available For
Media & Print Package*

BACKGROUND

This excellent insert programme consists of subscribers to or buyers of a variety of independent investment publications. Growth Company Investor subscribers aim to receive a regular source of informed and intelligent comment on investment opportunities in fast-growing companies. The programme also features readers of Business XL magazine which is aimed at managing directors of companies in the fast growth markets. Business XL is a controlled free circulation, the company must have turnover in excess of £1 million. In fact 80% have turnover in excess of £2.5 million a year.

PROFILE

- 85% male, 15% female
- Predominantly aged 55+
- 35% earn in excess of £55,000
- Mainly read Daily Telegraph and FT
- A high number of these investors use the internet to buy financial services and investments
- Full profile available on request

By investing in shares associated with smaller-growth companies, these investors show they are willing to take risks. The file is predominantly male and all are high net worth individuals.

This programme is suitable for targetting individuals who are seeking a high level of independent information and opportunity in fast-growing companies.

INSERT SCHEDULE AND AVAILABILITY

- Approx. 2,500 available per month into Growth Company Investor
- Approx. 3,500 available into AIM Guide published twice yearly
- Approx. 32,000 per month into Business XL

Dec/Jan and December/October issues for Growth Company Investor & Business XL.

Call for approval and availability

USEFUL INFORMATION & RATES

SOURCE

- Direct mail
- Off-the-page advertising
- Internet

AIM Guide	£200*
Business XL Inserts	£135*
Growth Company Investor Inserts	£200*
Commission to DMA Members up to 10%	

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

Information updated monthly

Check out our website at: www.medialabgroup.co.uk

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EXAMPLES



RESTRICTIONS

Sample insert submitted for approval
 Minimum order 25,000
 Maximum size 210 x 148mm (A5)
 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

Regional breakdown possible for Business XL

Check out the website at

www.growthcompanyinvestor.co.uk

List opportunity also available

ILLUSTRATED PROFILE

