

Annual Insert Volume: **252,000**

Cost Per '000: **£45**

BACKGROUND

MAGAZINE

Money Observer provides investment strategies and tips to suit all kinds of people, from the risk-averse to risk-takers. Money Observer is a vital read for anyone who is serious about saving and investing.

*Reduced Rate Available For
Media & Print Package*

Money Observer readers are uniquely cash-rich, time-rich and financially savvy. The average value of the readers investments is over £250k and their average household income is nearly twice the UK national average.

In addition, they hold a wide range of financial products from ISAs to unit trusts and the majority of them buy or sell investments every other month.

PROFILE

- Predominantly male
- The average value of readers investments is £250k+
- 86% have ISA's
- 75% have shares
- 64% have unit trusts
- 33% have a personal pension SIPP
- Average household income nearly twice the UK national average
- Full profile available on request

Current subscribers pay £36 for an annual subscription. This programme is a great opportunity for mailers looking to target high net worth individuals concerned with financial issues.

INSERT SCHEDULE AND AVAILABILITY

Approx 21,000 available per month of which 18,000 are subscribers

Call for availability and approval

USEFUL INFORMATION & RATES

inserts £45*

Commission to DMA Members up to 10%

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

SOURCE

- Retail
- Catalogues
- Off-the-page advertising
- www.maxitone.com

Information updated monthly

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

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

Money Observer Magazine

Insert Programme

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EXAMPLES



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Inheritance Tax Planning
The taxman will be after your wealth when you die, so don't delay planning your escape tactics

**MONEY
OBSERVER**

**THE
ART
OF ALTERNATIVE INVESTMENT**

With the mainstream financial markets in turmoil, Money Observer examines the 10 best alternative investments

RESTRICTIONS

Sample insert submitted for approval

Minimum order 50,000

Maximum size: A5

Maximum weight: please enquire

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.moneyobserver.com

ILLUSTRATED PROFILE

Gender

■ female
■ male



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