

# MoneyWeek Financial Magazine Insert Programme Finance & Publishing

MONEYWEEK

Annual Insert Volume: **2,340,000**

Cost Per '000: **£45**

## MAGAZINE

*Reduced Rate Available For  
Media & Print Package*

### BACKGROUND

MoneyWeek is one of the leading financial magazines in the UK. Inserts are placed in this weekly magazine. Its content gives expert opinion on international investment markets and the effect of current affairs and politics on them. Information is given on how to build personal wealth via share tipping and investment strategy. However, MoneyWeek also advises on how to spend money, with articles on property investment, travel, gadgets and social culture.

Subscribers are predominantly male, aged 35-64 years, with an average annual salary of £63,000. The average shareholding value of these individuals is £148,000 with 75% having internet access at home. Names are sourced mainly through direct mail with subscribers paying £59 per year for their subscription.

### PROFILE

- 92% male, 8% female
- 71% aged 35-64 years
- 17,000 0-12 month individuals
- Average annual income is £81,000
- 21% earn over £100,000
- 75% have Internet access at home
- 85% have shareholdings with average value of £148,000
- 23% are Board Members
- 72% are in Senior Executive Positions
- Full profile information available on request

### INSERT SCHEDULE AND AVAILABILITY

Approx. 38,000 subscriber mailings available per week.

Full print run 45,000

*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

- Direct mail
- Off-the-page advertising

## Information updated monthly

Check out our website at: [www.medialabgroup.co.uk](http://www.medialabgroup.co.uk)

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

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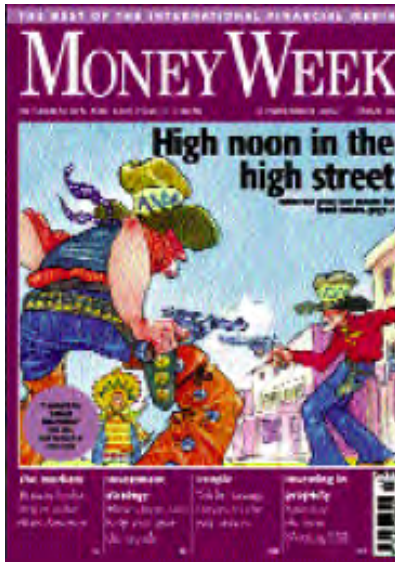
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### EXAMPLES



### 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

• Check out the website at [www.moneyweek.com](http://www.moneyweek.com)

List Opportunity also available

### ILLUSTRATED PROFILE

Gender



Income



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