

# What Investment – Financial Magazine Insert Programme

## Finance & Publishing

What Investment **W**essemedia

Annual Insert Volume: **240,000**

Cost Per '000: **£65**

### BACKGROUND

#### MAGAZINE

*Reduced Rate Available For  
Media & Print Package*

What Investment is the essential monthly consumer finance magazine, with in-depth news and feature coverage of all today's and tomorrows investment issues.

The readership tends to be male, aged 45+ and affluent – on average they earn £45,000 or more a year. The subscribers pay between £16.50 and £199 per annum and are homeowners (87%) who are likely to have their own business or be in a senior management role. They are seeking information on the changes in the investment industry plus advice and investment opportunities through which they can gain as they grow into retirement.

#### PROFILE

- 91% male, 9% female
- 85% home address
- Average income £45,000
- Frequent holiday makers
  - 2 UK breaks per year
  - 2 foreign breaks per year
- Most own a variety of credit & store cards
- Generally married
- 87% homeowners
- Full profile information available on request

The names are recruited via Direct Mail and off-the-page advertising. The profile indicates that their interests lie not only in stocks and shares but also in The National Trust, collecting, wines, domestic issues, home computing, the theatre and arts & antiques.

#### INSERT SCHEDULE AND AVAILABILITY

Approx. 9,500 subscriber mailing

*Call for availability and approval*

#### SOURCE

- Off-the-page advertising
- Direct mail

#### USEFUL INFORMATION & RATES

Inserts £65\*

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](http://www.medialabgroup.co.uk)

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

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group

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What Investment **W**illemse media

## EXAMPLES



## RESTRICTIONS

Sample insert submitted for approval

Minimum order 10,000

Maximum size 265 x 190mm

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

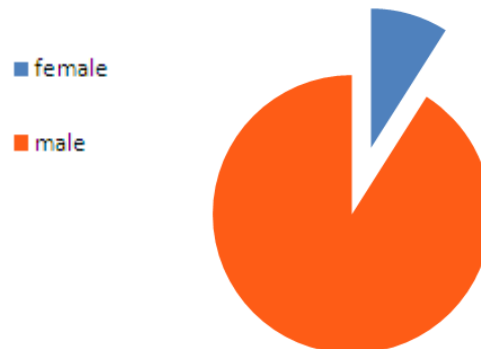
Insert agreement must be signed by mailer

• Check out the website at [www.whatinvestment.co.uk](http://www.whatinvestment.co.uk)

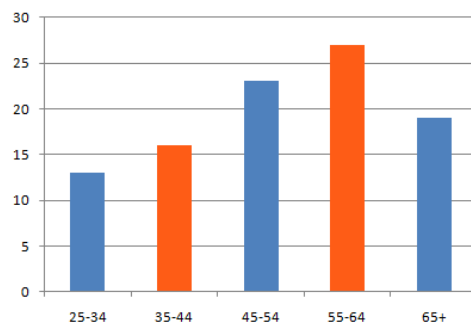
List Opportunity also available

## ILLUSTRATED PROFILE

Gender



Age



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