



The Affluent Subscriber Masterfile

BACKGROUND

This file contains subscribers to various high brow publications whose subscribers have proven consistently responsive to charity donor mailings. Publications included in this file are The Spectator, Prospect Magazine, The Oldie, The Cricketer, The Week and National Geographic - Traveller.

These magazines target a highly affluent audience and deal with a variety of subjects, including current affairs, politics, economics, the arts and entertainment and of course, cricket.

PROFILE

- Male
- Aged 50 years +
- Educated
- Predominately home owners without a mortgage
- Senior management or Director level
- High disposable income
- Regular mail order buyers and charity donors
- Regular overseas travel

RECRUITMENT METHOD

- Direct Mail
- Online
- Inserts

RECOMMENDED

- Charities
- Health
- Telecomms
- Financial services
- Travel & Leisure
- Confectionary / Wine offers
- Household utilities



LIST: 80,496 names available

POSTAL	80,496 Actives
THE SPECTATOR	6,839 actives
THE OLDIE	6,143 actives
PROSPECT	2,655 actives
THE CRICKETER	4,535 actives
THE WEEK	47,590 actives
NATIONAL GEO TRAVELLER	10,865 actives
SELECTIONS	Geography, Recency, Gender
MEDIA RATE	£170 per '000 Selections from £10 per '000
DELIVERY CHARGE	£60
AGENCY COMMISSION	Up to 15%
MINIMUM VOLUME	5,000

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