



BACKGROUND

Money Week Ltd is the UK's leading personal and finance publishing group. Their flagship title, Money Week magazine, is the country's biggest selling financial weekly title. Its content gives expert opinion on UK and international investment markets and the effect that current and political affairs has on them.

Advice is given on how to build personal wealth via share tipping and investment strategy but also on how readers can spend their wealth, focusing on luxury products, property, travel and expensive gadgets.

PROFILE

- 90% male
- 71% aged 35-64 years
- Average annual income is £81k
- 21% earn over £100k
- Average shares over £500k
- 72% are in Senior Executive Position

RECRUITMENT METHOD

- Online
- Direct Mail
- Off the page

RECOMMENDED

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

www.moneyweek.com



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LIST: 36,942 names available

POSTAL	17,779 Actives 18,291 Lapsed
SELECTIONS	Geography, Recency, Gender, Named Individual, Nth Flagging
MEDIA RATE	£160 per '000 Selections from £10 per '000
DELIVERY CHARGE	£60
AGENCY COMMISSION	Up to 15%
MINIMUM VOLUME	5,000

INSERTS: 150,000 available

OPPORTUNITY	47,000 Subscribers
FREQUENCY	Monthly
MAX SIZE	A5
MAX WEIGHT	All weights considered
MINIMUM VOLUME	25,000
MAXIMUM VOLUME	55,000
MEDIA RATE	£45 per '000 - based on 10 grams.
AGENCY COMMISSION	10%

