

**Total File Size: 149,000**

**Cost per '000: £150**

## Finance & Publishing

### Background

ADVFN ([www.advfn.com](http://www.advfn.com)) is a leading independent Stocks and Shares website in Europe and the number one website for real time financial data in the UK. ADVFN currently has over 25% market share for all stocks and shares web pages viewed in the UK and has won the prestigious 'Best Investment Website' award from the readers of the Investors Chronicle in 2003, 2004, 2005, 2006 and again in 2007.

ADVFN was established in the last quarter of 1999 and listed on Aim in March 2000. It now has over 1 million registered users worldwide with the UK site alone generating in excess of 38 million page impressions a month from approximately 320,000 monthly unique users.

ADVFN is one of the true dot.com success stories. The site caters for the sophisticated investor, offering real time share prices, news feeds, portfolio management, monitor list and the most active financial bulletin board in the UK. The site is the preferred choice of day traders and retail investors alike with ADVFN offering multiple levels of information.

### File Breakdown

Actives Subscribers .....149,000  
0-3 month actives .....34,000

### Profile

- 89% male, 11% female
- Aged 30 to 50 years
- Average income £40,000+
- 22% earn over £60,000
- 42% trade at least once per week
- Interests include travel, music, wine, sport and cars

### Selection Available

Recency	£10 per '000
Geography	£10 per '000
Multibuyers	£10 per '000
Gender	£10 per '000
Individual Title	£10 per '000
Payment Method	£10 per '000
Nth/Flagging	No charge
Named Individuals	No charge
Counts ( <b>guaranteed within 24 hours</b> )	No charge

### Source

- ADVFN UK - <http://advfn.com>

...Please turn over for further information

**Data correct as of February 2010**

For the latest counts, check out our website at: [www.listlab.com](http://www.listlab.com)

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



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## Example



## List Rental Rates (per '000)

Actives	£150
Charity Discount on Base Rental	up to 20%
List Broker Commission to DMA Members	up to 20%

## Production/Delivery Costs

Email	£50
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## Useful Info

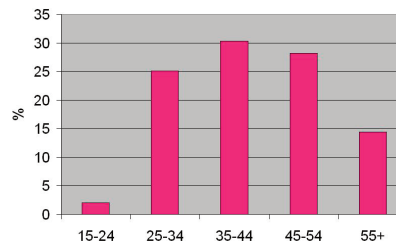
- Check out the website at  
 ADVFN UK - <http://advfn.com>  
 ADVFN US – <http://advfn.com>  
 ADVFN France - <http://fr.advfn.com>  
 ADVFN Italy - <http://it.advfn.com>  
 ADVFN Germany - <http://de.advfn.com>  
 ADVFN Japan - <http://jp.advfn.com>  
 ADVFN Australia - <http://au.advfn.com>  
 ADVFN Brazil - <http://br.advfn.com>  
 ADVFN India - <http://in.advfn.com>
- This file is updated every 2 months
- This file has been seeded
- This file has been MPS cleaned

## Illustrated Profile

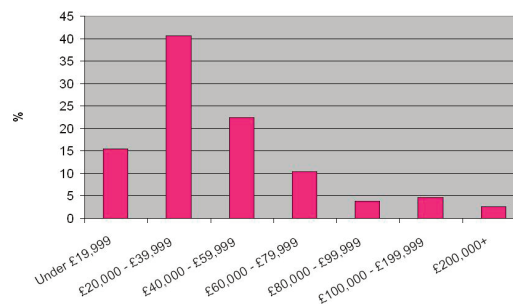
### Gender



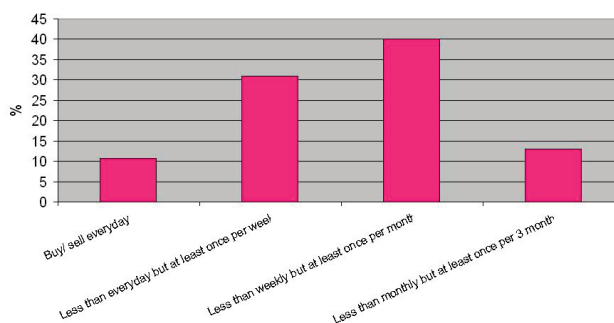
### Age



### Income



### Share Trading



## Restrictions

- Sample mail piece submitted for approval
- Minimum order 5,000
- One-time usage only
- List Rental agreement must be signed by mailer
- First time rental must be prepaid
- Brokerage commission rates are offered on a reciprocal basis where applicable
- Full terms and conditions available on request