

Annual Insert Volume: 600,000

Cost per '000: £300

Finance & Publishing

**REDUCED RATE AVAILABLE FOR
MEDIA & PRINT PACKAGE**

Background

This subscriber insert programme consists of active subscribers to Fleet Street Publications' range of highly regarded financial newsletters and products. Fleet Street newsletters offer their readers advice on stock and share investments, latest information on the market and tax-saving tips. Titles include *Red Hot Penny Shares*® which is Britain's most widely read financial newsletter and also the highly acclaimed *Fleet Street Letter*, for the more high-worth subscriber.

Current subscribers pay between £20 and £367 per year for these publications and are predominantly male, aged 45+. Responders have been sourced by off-the-page advertisements and direct mail as well as targeted achievements on television.

This programme would be suitable for credit card mailings, financial publishers, personal investment opportunities and charities.

Insert Schedule & Availability

- Approx. 50,000 available per month
- Call for approval and availability*

Source

- Direct mail
- Inserts
- Off-the-page advertising
- Exhibitions

Profile

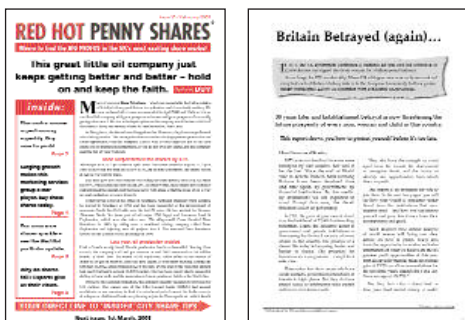
- 85% male, 15% female
- 55% are aged 45+
- Average income £40,000 +
- Mainly read Daily Telegraph, Times and FT
- 80% are home owners and own a credit card
- Interests include golf, current affairs and travel
- **Full profile information available upon request**

...Please turn over for further information

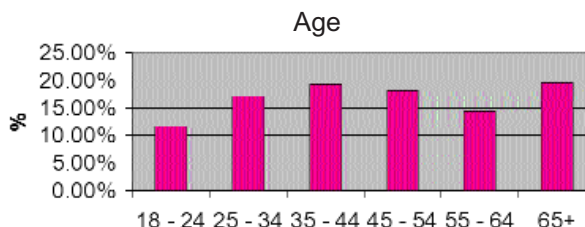
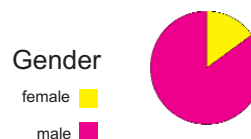
ASK US FOR A FREE PRINT QUOTE ON YOUR INSERTS

Data correct as of February 2010

Example



Illustrated Profile



Insert Rates (per '000)

Inserts £300*
Commission to DMA Members up to 10%

* Rates based on weight less than 10 grams.
Inserts over 10 grams subject to additional charge.

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

Useful Info

- Check out the website at www.fleetstreetpublications.co.uk
- List opportunity also available

