

**Annual Insert Volume: 377,000**

**Cost per '000: £135-200**

**Finance & Publishing**

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

## Background

This excellent insert programme consists of subscribers to or buyers of a variety of independent investment publications. *Growth Company Investor* subscribers aim to receive a regular source of informed and intelligent comment on investment opportunities in fast-growing companies. The programme also features readers of *Business XL* magazine which is aimed at managing directors of companies in the fast growth markets. *Business XL* is a controlled free circulation, the company must have turnover in excess of £1 million. In fact 80% have turnover in excess of £2.5 million a year.

By investing in shares associated with smaller-growth companies, these investors show they are willing to take risks. The file is predominantly male and all are high net worth individuals.

This programme is suitable for targetting individuals who are seeking a high level of independent information and opportunity in fast-growing companies.

## Insert Schedule & Availability

- Approx. 2,500 available per month into *Growth Company Investor*
- Approx. 3,500 available into *AIM Guide* published twice yearly
- Approx. 32,000 per month into *Business XL*

Dec/Jan and July/October issues for *Growth Company Investor* & *Business XL*.

Call for approval and availability

## Profile

- 85% male, 15% female
- Predominantly aged 55+
- 35% earn in excess of £55,000
- Mainly read Daily Telegraph and FT
- A high number of these investors use the internet to buy financial services and investments
- **Full profile information available upon request**

## Source

- Direct mail
- Off-the-page advertising
- Internet

...Please turn over for further information

**ASK US FOR A FREE PRINT QUOTE ON YOUR INSERTS**

**Data correct as of February 2010**

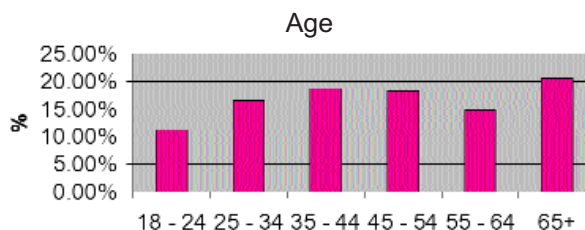
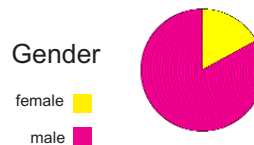
# Growth Company Investor Insert Programme



## Example



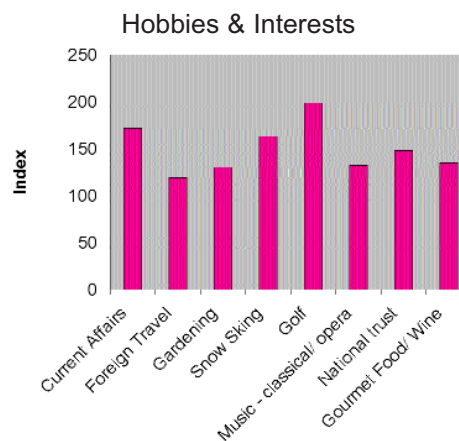
## Illustrated Profile



## Insert Rates (per '000)

AIM Guide	£200*
Business XL Inserts	£135*
Growth Company Investor Inserts	£200*
Commission to DMA Members	up to 10%

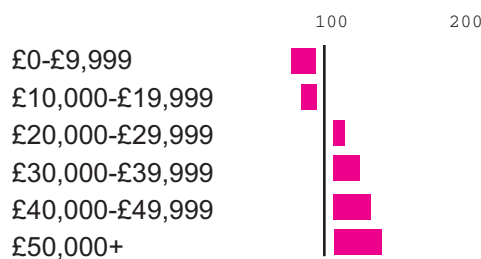
\* Rates based on weight less than 10 grams. Inserts over 10 grams subject to additional charge.



## 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

## Affluence Indicators



## Useful Info

- Regional breakdown possible for Business XL
- Check out the website at [www.growthcompanyinvestor.co.uk](http://www.growthcompanyinvestor.co.uk)
- List opportunity also available



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