



List Name	Profile	Revised per 1000	Usage	Selections per 1000	Minimum	Output & Delivery
<b>Motor and Boat Subscribers</b>	<p>This masterfile contains subscribers to IPC Media's motor and boating titles. These magazines predominantly target males of different age ranges who are actively involved with boats, yachts, cars and motorbikes.</p> <p>Practical Boat Owner, Yachting Monthly, Classic Boat, Motor Boats Monthly and Yachting World are read by ABC1 males, aged 50+ years who are highly affluent. They are experienced sailors, with 75% owning their own boat worth on average, £96,000. These are informed, wealthy and practical individuals passionate about their hobby and who have a strong affinity with the magazines.</p> <p>Also in this masterfile are subscribers to motoring titles such as Mini World, Volvo World and Superbike. Again, these are affluent males, average age of 32 years, ABC1 earning approximately £35,000 p.a. These motor enthusiasts have high levels of disposable income, spending upwards of £1,000 a year maintaining their vehicles. They are also internet savvy, spending an average of 6 hours a week online and also enjoy owning the latest technical gadgets including mobile phones, camcorders, TVs and PCs.</p> <p>Motor Caravan, Caravan, and Park Home &amp; Holiday Caravan are read by mostly males, aged over 50. These titles attract less affluent subscribers than the others on this file with the average income up to £30,000.</p> <p>Names are sourced via DM, inserts, online offers and also in-magazine subscriber offers from newsstand purchases.</p> <p>As well as subscribers, the list also contains lapsed subscribers and reader offer buyers from promotions within the magazines</p>	£200	Single	£25 per 000 however with telephone numbers £75 per 000	5000	£80
<b>Matrix Millionaires</b>	<p>A unique database providing access to the cream of the UK's wealthiest private investors. Over 100,000 affluent individuals that have a minimum known portfolio of £260,000, including significant tax incentivised investments. These individuals have an extremely high disposable income and have a proven track record of donating to charities and purchasing luxury goods.</p>	£2,600	Outright	£75	1000	£80
<b>Matrix Investor Database</b>	<p>This is a unique database of wealthy private investors. The Matrix Investor Database provides financial intelligence on over 2.5 million affluent individuals and offers a varied, flexible and responsive database for prospect mailing or data enhancement. Compiled through bespoke research for more than 20 years, many of the individuals are unlikely to feature in any other data sources which make this one of the best sources of serious investors available in the UK.</p> <p>Detailed factual information on individual investment portfolios to which can be broken down by individual investment, investment type, portfolio size, or risk adversity</p> <p>Habitual and seasoned investors, researched from specifically selected shares across Venture Capital Trusts, Investment Trusts &amp; AIM, FTSE TechMARK, FTSE SmallCapz, FTSE 250 and FTSE Flindging markets</p> <p>Affluent individuals with a greater propensity to donate to charity and buy luxury goods and services</p> <p>The database has already contributed to raising well in excess of £10 billion of new investment funds</p>	£250	Single	£75	5000	£80
<b>The Wine Buyers Database</b>	<p>Glugl is one of the largest files of mail order wine buyers in the UK, offering an unrivalled opportunity to target a discerning, upmarket target audience, who care about the finer things in life.</p> <p>While many wine databases are sourced from lifestyle surveys which rely on trusting consumers to tell the truth about their interests, this database is different. This file comes from transactional sources which collect accurate information on consumers who are purchasing wine, either by mail order or directly through a club.</p> <p>The database gives direct access to 278,841 individuals who are passionate about wine and who are willing to buy, and in many cases are open to try new varieties and styles.</p> <p>This database is suitable for a wide range of uses, including wine clubs and mail order wines, together with an enormous range of upmarket offers.</p> <p>To assist in targeting the right type of prospect, we have created three segments of the database based on particular levels of affluence and likely spend:</p> <p><b>Premier Cru:</b> The most upmarket and affluent wine buyers, with high spend levels; plus correspondingly high incidences of share ownership, larger homes, and company directorships. They seek the best quality, and are prepared to pay for it.</p> <p><b>Appellation Controller:</b> Discerning and affluent drinkers, fitting into the mid-market segment of this file. Buyers of superior wines at the right price.</p> <p><b>Vin de Table:</b> These individuals seek quality wines at budget prices, for everyday drinking, and are highly receptive to tempting offers.</p>	£165	Single	£20 per 000 however with telephone numbers £75 per 000	5000	£75
<b>Magazine Subscribers</b>	<p>This masterfile contains subscribers to IPC Media's motor and boating titles. These magazines predominantly target males of different age ranges who are actively involved with boats, yachts, cars and motorbikes.</p> <p>Practical Boat Owner, Yachting Monthly, Classic Boat, Motor Boats Monthly and Yachting World are read by ABC1 males, aged 50+ years who are highly affluent. They are experienced sailors, with 75% owning their own boat worth on average, £96,000. These are informed, wealthy and practical individuals passionate about their hobby and who have a strong affinity with the magazines.</p> <p>Also in this masterfile are subscribers to motoring titles such as Mini World, Volvo World and Superbike. Again, these are affluent males, average age of 32 years, ABC1 earning approximately £35,000 p.a. These motor enthusiasts have high levels of disposable income, spending upwards of £1,000 a year maintaining their vehicles. They are also internet savvy, spending an average of 6 hours a week online and also enjoy owning the latest technical gadgets including mobile phones, camcorders, TVs and PCs.</p> <p>Motor Caravan, Caravan, and Park Home &amp; Holiday Caravan are read by mostly males, aged over 50. These titles attract less affluent subscribers than the others on this file with the average income up to £30,000.</p> <p>Names are sourced via DM, inserts, online offers and also in-magazine subscriber offers from newsstand purchases.</p> <p>As well as subscribers, the list also contains lapsed subscribers and reader offer buyers from promotions within the magazines</p> <p>IPC Media is a leading UK consumer magazine publisher with over 60 iconic titles, reaching over 70% UK women and 50% of UK men – over 28 million people! Their diverse magazine portfolio offers something for everyone, ranging from well known titles such as Woman &amp; Home, Ideal Home, Marie Claire, Golf Monthly, Horse &amp; Hound and Who Who to niche, special interest titles such as Practical Boat Owner, Sporting Gun, Mountain Bike Rider and The Railway Magazine.</p> <p>This file contains active and lapsed subscribers to the magazines as well as other readers to the magazines. There are a total of 780,000 records available, of which 171,000 are active subscribers. Due to the extensive range of titles available, there are groups of magazines which target all demographics suitable for DM.</p> <p>As you'll see we have divided the titles into the following segments: House &amp; Home magazines, Country Life &amp; Pursuits magazines, Sports &amp; Men's Lifestyle magazines, TV &amp; Women's Lifestyle magazines, Hobbies &amp; Collectible magazines and Motors &amp; Boats magazines.</p>	£200	Single	£25 per 000 however with telephone numbers £75 per 000	5000	£80
<b>Listed Homes List</b>	<p>Listed buildings in the UK are protected by law, on the grounds of age, rarity, architectural merit, and method of construction. An interesting group of buildings – such as a model village or a square – may also be listed.</p> <p>Recently verified and updated, this list is a unique and accurate source of individuals living in these types of properties. The database is compiled from a listed buildings register, and then matched against a consumer database to verify ownership, and to remove businesses and non-residential properties in the process.</p> <p>These individuals are predominantly affluent in profile, particularly mature professionals, with a wide variety of upmarket interests and the spending power to match.</p> <p>Profile information is as follows:</p> <ul style="list-style-type: none"> <li>• 56% Female</li> <li>• Keen and knowledgeable home improvers</li> <li>• High proportions of professional and retired individuals</li> <li>• An age selection is available</li> </ul> <p>The rules governing improvements to listed buildings are particularly rigorous, and this file will be of particular interest to anyone offering related services. However it will also prove highly effective for a wide spectrum of upmarket offers including finance, general home improvements, mail order, home furnishings, and charities/fundraising.</p> <p>All data is MPS cleaned prior to supply. Telephone numbers are run against the TPS file.</p>	£210	Single	£20	5000	£75
<b>Money Week Financial Subscribers</b>	<p>MoneyWeek is one of the leading financial magazines in the UK and the only one published weekly. Its content gives expert opinion on international investment articles and the effect of current affairs and politics on them.</p> <p>Information is given on how to build personal wealth via share tipping and investment strategy. However, MoneyWeek also advises on how to spend money, with articles on property investment, travel, gadgets and social culture.</p> <p>Subscribers are predominantly male, aged 35-64 years, with an average annual salary of £31,000. MoneyWeek subscribers are significant investors. The mean value of their investments is £631,264 with 13% investing over £1,000,000. Stocks and shares are the most popular form of investment, while a significant number are prepared to consider alternatives such as spread betting, commodity futures and CFDs. Names are sourced mainly through direct mail with subscribers paying £59 per year for their subscription. The list is updated quarterly.</p>	£300	Single	£30	5000	£75