



	Data Type	Count - UK	Count - Europe	Count - ROW	Base Cost
	Postal	638	3,196	65	£195/000
	Email	529	2,218	51	£300/000

The data may be available within different recency bandings, which may incur a larger base cost. Please speak to our Sales Team for details.

Background

The Wall Street Journal Europe is published in English, five days per week. It is a high quality newspaper that provides executive readers with global business and financial news and analysis from a European perspective. Subscribers to the niche publication Barron's are also available. An annual subscription to The Wall Street Journal Europe costs approximately £300 or €440.

The list contains **senior decision-makers**, with purchasing responsibility at the largest corporations across Europe, the Middle East and Africa.

Wall Street Journal Europe subscribers are also wealthy **consumers** with an average household income of US\$305,690 and an average net worth of US\$2.5 million. Furthermore, 98% own investments with an average value of US\$1.9 million. They are frequent travellers with an average of 14 trips per year.

These dynamic individuals have active lifestyles: 19% play golf, 69% have club memberships, 28% dine out 2-3 times per month, 98% own electronic products and 93% own 1 or more cars.

Source – Subscribers

Selections

Criteria Available	Cost
Country	£10
Business / Home Address	£10

Delivery Charge	£30
Email Set Up	£200
Broadcast	£15/000
DMA Broker Commission	20%
Counts - 48 hours/Delivery - 3 days	

Recommended Users

Conferences & Seminars
Travel Offers
Credit Cards & Financial Offers

Restrictions

Minimum Order – 5,000 records
Sample mailing piece required

Terms & Conditions

Net Names - Only applicable on orders of 20,000+ 85% + £10/000 run on charge. Nets must be confirmed within 4 months of invoice date. After this time all net name credits become null and void.

Payment - 30 days from invoice date. Surcharge applicable on all card transactions.

Cancellation Fee - £100 + delivery + £8/000 + selections

Email Data – Will not be released.

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