



Alternative & Speculative
By Readhead Eyre & Castle

	Data Type	Count	Base Cost
	Postal	204,171	£120/000
	Telephone	30,625	Base + £80/000 Nett

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

This niche file offers very attractive opportunities to target a select intellectual audience who recognise art, jewellery and fine wines as excellent investment opportunities but also have the disposable income to follow up their interests.

These individuals see television production, theatre, property, plus a list of further medium-high risk investment schemes, as highly beneficial.

Readhead Eyre & Castle have researched this segment of the AIM and Speculative investors in keeping with the usual standard that has ensured Readhead Eyre & Castle remains a market leader, and that clients are able to have unique targeting in order to maximise full revenue potential.

With unique sourcing and profiling of all aspects from over 28million share and investment records from FTSE 500, Investment trusts, Alternative Investment markets, etc, etc.

These Individuals are highly responsive to (I.P.O'S) Initial Placing Offers and High risk investment opportunities.

Selections

Gender	£10/000
Household Income	£10/000
Property Value	£10/000
Interest Area	£10/000
Acorn selections & Lifestyle data	On Request

DMA Broker Commission	15%
Delivery Charge	£35
Counts - 48 hours/Delivery - 3 days	

Recommended Users

Charities
Luxury Travel
Financial Offers
High Value Goods & Services

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

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