

Total File Size:



74,983



32,411

Base Cost:

£195 / 000

£300 / 000

Background

Last Updated: Aug 07

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 very 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.

Business Profile

- 94% college ed / 86% college graduate
- 89% male
- Average age 48
- 70% in top management
- 92% are personally involved in company's international operations

Selections Available

- Country
- Business / home address
- Actives / Lapsed / Trial subscribers
- Postal / Email
- Publication name

Consumer Profile

- Wealthy consumers
- Average household income of US\$305,590
- Dynamic individuals with active lifestyles
- Frequent flyers
- Enjoy the finer things in life

Recommended Users

- Publications / Newsletters
- Conferences & Seminars
- Travel offers
- Credit cards and financial offers
- High ticket consumer offers

Contact our sales team on: +44 (0)20 8481 7396
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Counts Available

Wall Street Journal Europe

	Postal	Email
Actives	7,906	4,062
Lapsed	20,444	8,512
Trial Subscribers	44,134	19,167
Total	72,484	31,741

Barron's

	Postal	Email
Actives	710	294
Lapsed	1,454	300
Trial Subscribers	335	76
Total	2,499	670

Postal Rates /000

Actives	£195
Lapsed	£140
Trial Subscribers	£130

Email Rates /000

Actives	£300
Lapsed	£240
Trial Subscribers	£220

DMA List Broker Commission	20%
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Selection Costs /000

Country	£10
Home / Business address	£10
Publication name	£10

Production / Delivery Costs

Email / Disk	£30
Key Coding	£5/000
Delivery (UK)	£25
Delivery (overseas)	£50
Running charge	£15/000



Restrictions

- Minimum order 5,000
- Net names on orders of 20,000+
- Sample mailing piece required for approval
- Counts supplied with 24 hours
- Delivery in 2-3 working days

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