

Millionaires Elite &



Total File Size:

☰	Diamond Life	5 million
☰	Elite Millionaires	65,000

Base Cost:

Diamond Life	£120/000
Elite Millionaires	£500/000

Background

Last Updated: April 08

VIPs in their prime with property, portfolios and lifestyle profiles

The VIP Register brings together some of the UK's top files – such as Diamond Life and the Elite Millionaires – and overlays this with a rich topping of lifestyle data from myletterbox.com to offer you a highly selectable and targetable file of some of the UK's most active and high spending individuals.

Diamond Life – Exclusive to Prospect Swetenhams

Targeting the over 50s? We have one of the best sets of data on the market. Diamond Life, which markets a range of dedicated services to the over 50s age group, offers access to over 5 million active and high spending individuals. And we can offer a myriad of lifestyle data to this file, giving you a deeper understanding of these wealthy individuals in addition to data on their investments and property ownership, so you can select just the right people for your next campaign.

Elite Millionaires

This file offers you access to 65,000 of the UK's very wealthiest people. Each commands a portfolio of investments in excess of £250,000, and has been devised by searching over 28 million share and investments records to provide a highly refined file of the countries most wealthy individuals. Excellent prospects for further investments opportunities, but also for other VIP offers, from antiques and private schools to art and property development.

Consumer Profile

- Property value of £150,000 - £1 million+
- High levels of savings and disposable income

Recommended Users

- Charities
- Financial services
- Premium consumer purchases
- Investments

Selections Available

- Investment Portfolio Value
- Property Value
- Household Income
- Telephone Numbers
- Lifestyle data
- Postcode level affluence.

General

- Investors register
- Geo-demographic indicators

Contact our sales team on: +44 (0)20 8481 7356
b2c@prospectswetenhams.com



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**Counts**

0-12 months	65,000
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Rates /000

Charity Discount	£10
DMA List Broker Commission	15%

Remail Rate

20% discount on base price

Selection Costs /000

Selections	£10 - £40
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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

Delivery in 2-3 working days

List Warranty

TBA

Cancellation Fee

£100 + delivery + £7/000 + selections

Net Names

Only applicable on orders of 20,000+.
Nets must be claimed within 4 months of invoice date. After this time all net name credits become null and void.

For further information or counts on the VIP Register database please contact our sales team on 020 8481 7356 or email b2c@prospectswetenhams.com.

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