

# CONSUMER LIST PORTFOLIO

LIST NAME	DESCRIPTION	SECTOR	TOTAL QUANTITY	RATE PER THOUSAND
Affluent Home Owners	Highly affluent individuals all at home address. All are paid members of ICAEW, who prefer to receive direct mail offers from home. Individuals are social group AB and have high disposable income. Typically aged between 30-54.	UK	25,332	from £125
† FORTUNE Magazine UK	High profile business individuals who have subscribed as a result of direct mail, inserts and on-line activity. Early adopters.	UK	E-mail 5,411 Postal 22,797	from £160
Institute of Chartered Accountants (ICAEW)	Accountants in business and professional practice. Members of The Institute of Chartered Accountants in England and Wales.	UK	34,259	from £200
Maximiles (previously ipoints)	Lifestyle database. Subscribers are predominantly younger (18-40) with slight male bias. Heavy internet users and early adopters of new technology.	UK	860,000	£140
* Mills & Boon	They hold a significant amount of the market share in romantic fiction and is the undisputed brand leader. Its members are not only loyal, but are hugely responsive to direct mail offers. Over 80% of the Mills & Boon customer base has been recruited through dm.	UK	70,710	From £85
* Mills & Boon Inserts	Mills & Boon have 26,000 insert opportunities available within their monthly parcels of romantic fiction books to a loyal and responsive female audience.	UK	Monthly 26,000	£55
New Statesman	Highly affluent subscribers. Keen readers of current affairs, environmental issues, cultural politics etc. Journalists, academics, trade unionists, public service professionals.	UK	5,890	from £125
Planet49	Registered users of Planet49, the leading online competition website. Customers are recruited via direct marketing campaigns and partner websites. Postal, Email, Landline & Mobile/SMS Telephone Numbers available.	UK	365,548	from £85
Publibase	Subscribers to international business publications, delegates to professional events in general business, technology and trade. The Publibase Telephone file is also available. Publibase data now has email addresses available.	UK, International	E-mail 645,668 Postal 3,096,726	from £150
* Time Out London	Time Out is an international multimedia publisher of entertainment and cultural information for urban adventurers. The iconic Time Out London magazine has been a window into the very best of London life for four decades.	UK	E-mail 150,000 Postal 50,243	from £140
† TIME Magazine UK	Active and lapsed subscribers to this world renowned weekly news magazine. Early adopters. Typically aged 35-50. High earners.	UK	E-mail 30,910 Postal 83,639	from £100
* Winners Information Network (WIN)	Opted-in to receive a weekly newsletter from Winners Information Network offering them various competitions to enter, as well as	UK	E-mail 162,764	from £85

**Contact:** Hayley, Richard or Omar Wyvern Direct Response, Harrier House, Sedgeway Business Park, Ely, Cambridgeshire CB6 2HY, UK  
**Tel:** +44 (0)1353 667733 **Fax:** +44 (0)1353 669030 **E-mail:** wdr@wyverndm.co.uk **Website:** www.wyverndm.co.uk

† Indicates non-exclusive  
 \* Indicates new list

**If you would like to talk to us about managing your list, please contact Hayley Tooke.**