

List Profile for: Australasian Investment Review - AIR

List Type: Consumer

What's This List About?

Over 32,000 Active Investors With High-Value Portfolios

Australasian Investment Review (AIR) is a free weekly online financial magazine, covering global financial markets with a focus on Australia, New Zealand and Asia.

AIR provides access to the most extensive database of expert reports and research in the Australasian market, written in a short and easily-digested manner.

- Mostly male (81%)
- Mature aged (78% are over 40 years old)
- Annual income above \$75k (48%)
- 40% have an investment portfolio valued at \$70,000+
- 85% of AIR readers consider themselves active investors, mostly in domestic shares (98%) and property (40%).
- 17.5% invest in derivatives, 4.5% in currencies.
- 64% have indicated their investment portfolios are higher than \$100,000, 73.5% are higher than \$70,000 and 81.5% are at least \$40,000.
- 30% of AIR readers have a Self Managed Super Fund.
- AIR readers are either retired, working as managers or directors, or as full time employed professionals
- Over 70% of AIR subscribers are married

Reach investors who are actively engaged in researching the Australasian financial market for personal use and interest.

Pricing & Selections *ex GST*

# of records	Over 32,000 opt-in members	
Pricing	Email Blast Setup Min order	25c per email \$350.00 2,000 emails
Selections	No selections	
Deliverability	100%	
Terms & Restrictions	<ul style="list-style-type: none"> - Only 4 dedicated email sends available per month - List owner conducts all broadcasts - Full reporting on clickthroughs provided - Emails sent co-branded with list owner. 	
Format	Your HTML email sent by list owner	
Turnaround	Allow 4 weeks booking time – list heavily booked	
Payment	Pre payment (unless otherwise negotiated).	

Anything Else I Need To Know?

Delivery Format & Turnaround