

List Profile for: Hotcopper – Email – Active Investors

List Type: Consumer

What's This List About?

HotCopper.com.au is one of largest sites of its kind in Australia featuring stock and share information, plus news and views on the Australian Share Market from members.

Solus email broadcasts are available for you to target savvy share investors and market investors.

Members have a higher than average income, are primarily male, own share portfolios and are active traders.

34% are business owners, 87% are aged 30+

Product marketing suited to the HotCopper audience includes:

- Financial products such as; credit cards, investment funds, stock brokers and general finance products.
- Travel & luxury; business flights, luxury tours, events/sports & hotels.
- High end fashion and accessories; watches, perfume, jewellery & clothes.
- High end luxury automotive.

of records Over 45,000 records

Pricing Email Broadcast 35c per email (*volume discount available*)
Setup \$300.00

Minimum order 10,000 emails

Pricing & Selections

ex GST

Selections

- Age
- Gender
- State

Deliverability 100%

Anything Else I Need To Know?

Terms & Restrictions

- All sending is done by and from the list owner.
- Reporting on clickthroughs is provided for email campaigns
- All campaigns subject to list owner pre-approval

Delivery Format & Turnaround

Format Your HTML email sent co-branded with list owner

Turnaround Allow at least 1 week.

Payment Pre payment (unless otherwise negotiated).