

## Advertising with Fat Prophets

To book WEBSITE or EMAIL, please contact:

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### About Us

Fat Prophets provides independent advice on the financial markets where our objective is to be transparent, accountable, objective and ethical. Our independence in financial markets is derived from the fact that Fat Prophets does not execute transactions or provide investment banking services. Fat Prophets principal focus is to deliver a quality service to Members by discovering and identifying quality stock recommendations on the London Stock Exchange.

The launch of our UK service follows the successful establishment of Fat Prophets in Australasia.

Founded in June 2000, Fat Prophets is owned and operated by financial markets professionals. Having become Australia's leading independent stock market advisors, our horizons were broadened during 2003 through the addition of Fat Prophets United Kingdom where we have also become a leading provider of independent stock market advice. Our service offering also includes the Fat Prophets Trading Report, Fat Prophets Mining & Resources, Fat Prophets USA, and Fat Prophets Funds Management.

### Target Audience

Our target audience is private retail investors looking to take their financial future into their own hands and looking for independent unbiased markets advice. We advise our Members what stocks to buy, when to buy, and when to sell via a weekly report. Each share recommendation is backed up by concise reasons as to WHY.

## Email (Solus) advertising

### Basic Demographics

- 85% Male
  - 35 – 65 years old
  - Average investment £134,000
  - Average personal income is £69,000 with 10% earning £190,000+
- Source: Phone/Online survey 2006 and 2007.

The Fat Free is a weekly investment email from Fat Prophets. As with the members only service it give clear and concise global perspectives and state of the markets reviews as well as looking at one of our favoured stocks of the moment.

Distribution = 29,000.

Email open rate = 14% to 30%.

All email readers have opted in (via the Fat Prophets website & other web and email campaigns).

Currently limited to 1 external solus email per week to keep the database fresh and maintain a high campaign response.

Email list is cleaned of repeated bounce-backs and old addresses once a week.

### Rates

Advertising opportunity for one Solus Email per week, broadcast day can be discussed upon enquiry.

Rate for: 1 email = £3000

2 emails = £5000

3 emails = £7000

### Banner Space

There is also a 120 x 240 banner space on Fat Prophets 3 UK based websites (UK Equities, EU Mining and Trading Report) and we charge £500 per week to occupy this space on all 3 sites.

### Production specs:

For Solus Email:

- Standard HTML only.

- Creative should be sent to [usman.majid@fatprophets.co.uk](mailto:usman.majid@fatprophets.co.uk)

Basic Web Stats for 3 UK based sites:

• 240,000 page views a month.

• 70,000 unique visits a month.