



UPDATE

121,907	12 Month Buyers	\$105/M
35,821	Quarterly Hotline	\$115/M
	Fundraising Rate	\$75/M

UNIT OF SALE:
\$2500.00+

MINIMUM TEST
5000

MAINT:
Cheshire Labels, - N/C
Floppy Disc \$15.00
CD-Rom: \$15.00
P/S Labels: \$10.00/M
E-mail/Modem: \$15.00

SELECTS:
100% Zip Sequence
State, SCF \$ 5.00/M
Keying \$ 2.00/M
Run Charges \$10.00/M
Phones \$10.00/M

PROFILE: These highly motivated direct mail responsive **affluent accredited investors** have responded to a direct mail piece from a brokerage firm and/or financial seminar and purchased a minimum of \$2500.00 worth of stock, stock options and/or units of an IPO within the last 12 months from a discount or full service brokerage firm. All of these above average risk tolerant investors have displayed a willingness to speculate, in order to maximize returns, by designating a portion of their portfolio for aggressive financial growth.

These affluent speculators typically rely on financial newsletters and publications to get the latest "inside" information on the next "hot" stock, IPO and/or investment opportunity. They are perfect prospects for all types of high risk/high return investments and financial subscription offers.

This file is also selectable by bond and mutual fund buyers.

Telephones are available with an approved telemarketing script.
100% Home address

- ▶ **H/H income \$250,000+**
- ▶ **Net Worth \$1,000,000+**
- ▶ **Median age 39-65**
- ▶ **89% Subscribe to a financial publication**
- ▶ **77% Trade Online**
- ▶ **80% Have IRA/401K accounts**

RECOMMENDED USAGE:

- | | |
|-------------------------------|---------------------------------|
| <i>Financial Offers</i> | <i>News Publications</i> |
| <i>Financial Publications</i> | <i>Computer Software</i> |
| <i>Executive Seminars</i> | <i>Business and Home office</i> |
| <i>Fundraising</i> | <i>Travel</i> |
| <i>Sports Products</i> | <i>Credit Card Offers</i> |

UNIT OF SALE: \$2500.00+

SOURCE: 100% Direct Mail

NCOA'd cleaned quarterly

List Information
Contact:
Global Direct
Tel: (561) 533-6691
Fax: (561) 585-9469
Email: inquire@globaldirectlists.com

NEW MAILER REQUIRED TO PRE-PAY ON FIRST ORDER

MINIMUM ORDER: 5,000 2 SMP REQUIRED. 20% COMMISSION TO RECOGNIZED BROKERS. ORDERS CANCELLED AFTER MAIL DATE REQUIRE PAYMENT IN FULL.

ALL CANCELLED ORDERS WILL BE BILLED AT A FLAT FEE OF \$50 IN ADDITION TO, APPLICABLE, RUN CHARGES OF \$10/M AND SELECTION, TAPE AND SHIPPING CHARGES.

CARD# IMS1



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