

Forecast Market Trends

Highly Aggressive Investors



UPDATE

7/23/2010

Names thru
JUNE 2010

112,081 12 Month Buyers \$100/M
27,061 Quarterly Hotline \$110/M
Fundraising Rate \$75/M

MIN# 61045

PROFILE: Affluent speculative investors who have purchased within the last 12 months one of several Market Trends Software packages for real time quotes, graphs and charts for the stock, options and futures markets. These highly active investors like to trade stocks, options and futures online and are in constant pursuit of the latest, hottest, up-to-date investment tips they can get their hands on.

These affluent, direct mail responsive buyers are actively trading online and have above average discretionary income which enables them to spend a significant amount of money on state of the art investment oriented software and financial publications.

- ▶ **96% also subscribe to an online service.**
- ▶ **Income \$175,000+**
- ▶ **80% subscribe to one or more financial publications**

RECOMMENDED USAGE:

These high income/net worth responsive investors are excellent targets for:

Financial publications	Investment offers
Computer software & hardware	Travel
Business publications	Consumer publications
Upscale gift catalogs	Credit card offers
Business & home office	Fundraising offers.

100% Home address

UNIT OF SALE: \$ 250.00 – \$895.00

SOURCE: Direct Mail, Internet

ZIP+4 and NCOA'd cleaned quarterly

UNIT OF SALE:
\$250.00 – \$895.00

MINIMUM TEST
5000

MAINT:
Cheshire Labels, - N/C
Floppy Disc \$15.00
Magtape: \$25.00
P/S Labels: \$8.00/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 \$20.00/M

List Information
Contact:
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NEW MAILER REQUIRED TO PRE-PAY ON FIRST ORDER

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

ALL CANCELED EMAIL ORDERS LESS THAN 5 BUSINESS DAYS PRIOR TO THE SCHEDULED BROADCAST DATE REQUIRES PAYMENT IN FULL.

ALL CANCELED POSTAL 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# MT1



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