



TRADE ADVISOR PRO

Investment Software Buyers

UPDATE

JULY 2010

Names thru
JUNE 2010

| | | |
|---------|-------------------------|---------------|
| 108,246 | 12 Month Buyers/Trials | \$105/M |
| 27,842 | Quarterly Hotline | \$115/M |
| | Fundraising Rate | \$75/M |

MINIMUM TEST
5000

MAINT:
Cheshire Labels, - N/C
Floppy Disc \$15.00
CD-Rom: \$15.00
P/S Labels: \$8.00/M
E-mail/Modem: \$15.00

PROFILE: Reach affluent, individual investors who are actively tracking the performance of stocks, bonds and mutual funds held in their personal portfolios. These tech-savvy investors have purchased via direct mail a technical charting software package designed for the investor who really wants to dig into market analysis. It includes an interactive financial information service offering sophisticated charts & graphs for equities traded on the NYSE, AMEX and NASDAQ. All of these highly motivated, serious investors have paid with a major credit card and have indicated on their software registration that they currently subscribe to at least one major financial publication.

SELECTS:

100% Zip Sequence
State, SCF \$ 5.00/M
Keying N/C
Run Charges \$10.00/M
Phones \$10.00/M

- ▶ 84% male
- ▶ Age range 40-65
- ▶ Median income \$150,000+
- ▶ 92% subscribe to a financial publication

List Information
Contact:
Global Direct
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Fax: (561) 585-9469
E-Mail: inquire@globaldirectlists.com

These quality investors have a great interest in financial and investment opportunities and are in need of top quality information to become more educated and confident in their investment decisions.

RECOMMENDED USAGE: They make excellent prospects for:

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

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.

UNIT OF SALE: \$79.00 - \$295.00

SOURCE: Direct Mail/Internet

For more information and count requests please call:
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CARD# TAP1



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