



# TRADE ADVISOR PRO

## Investment Software Buyers

105,838 12 Month Buyers/Trials \$105/M  
 26,625 Quarterly Hotline \$115/M  
**Fundraising Rate** \$75/M

**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.

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

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.   |

**UNIT OF SALE:** \$79.00 - \$295.00

**SOURCE:** Direct Mail/Internet

*For more information and count requests please call:  
 561-586-8336 Fax: 561-585-9469  
 Email: info@gdlists.com*

## UPDATE

**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

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

List Information  
 Contact:  
**Global Direct**  
**Tel: (561) 533-6691**  
**Fax: (561) 585-9469**  
**E-Mail: 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# TAP1



## GLOBAL DIRECT List Management

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