



UPDATE

51,331	12 Month Buyers	\$110/M
15,180	Quarterly Hotline	\$120/M
	Fundraising Rate	\$75/M

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

PROFILE: Reach affluent, active investors/subscribers interested in preserving their wealth by staying abreast of the latest market conditions. Wall Street Value Picks delivers to these financially savvy consumers up-to-date information on earnings notices and estimates, stock research, insider trading, industry trends and a wide a variety of other timely financial/investment news for the experienced investor.

SELECTS:
100% Zip Sequence
State, SCF \$ 5.00/M
Keying \$ 2.00/M
Run Charges \$10.00/M
Phones \$20.00/M

These high net worth, direct mail responsive professionals are in constant pursuit of the "insider edge", searching for financial/investment information and products that will allow them to build their portfolios, maximize profits and enhance their affluent lifestyles.

- ▶ **Average income \$125,000+**
- ▶ **87% hold professional/executive positions**
- ▶ **Median age 50**
- ▶ **89% subscribe to two or more financial publications**
- ▶ **91% trade online**

List Information
Contact:
Global Direct
Tel: (561) 553-6691
Fax: (561) 585-9469
E-Mail: inquire@globaldirectlists.com

All of these financial buyers have significant purchasing power and a never ending quest for new financial and investment information which makes them prime 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. |

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.

SOURCE: Direct Mail / Internet

For more information and count requests please call:
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Email: inquire@globaldirectlists.com

CARD# VP1



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