

**MONEY MARKET FUND INVESTORS  
POSTAL AND EMAIL**

12/20/2017

110A

List Broker Discount 25% - More Information

4,084,267 Total Fund Investors \$85.00/M  
 365,043 With Phone Number (DNC Suppressed) \$105.00/M  
 887,917 Opt-In Email Addresses \$125.00/M

**Counts thru 12/2017**

**DATE**

12/2017 UPDATED  
 12/2017 CONFIRMED

**UNIT OF SALE**

\$10,000.00 AVERAGE

**GENDER**

85% MALE  
 15% FEMALE

**SOURCES**

DIRECT RESPONSE  
 DIRECT MAIL  
 OPT-IN EMAIL

**ADDRESSING**

4 - UP CHESHIRE  
 P.S. LABELS  
 3 1/2 DISKETTE  
 CD ROM  
 E - MAIL / FTP  
 EMAIL - DEPLOYMENT  
 EMAIL - PERSONALIZATION

**SELECTIONS**

AGE	N/C
INCOME SELECT	N/C
PHONE NUMBER	\$20.00/M
ZIP/SCF/COUNTY/STATE	\$7.00/M
P.S. LABELS	\$10.00/M
3 X 5 INDEX CARDS	\$35.00/M
3 1/2 DISKETTE	\$50.00/F
CD ROM	\$50.00/F
E - MAIL / FTP	\$50.00/F

**ADDITIONAL SELECTIONS**

NET WORTH	\$10.00/M
GENDER	\$5.00/M
KEY CODING	\$5.00/M
CARRIER RT. SORT.	\$10.00/M
BAR CODING	\$10.00/M
EMAIL - DEPLOYMENT	\$25.00/M
EMAIL - PERSONALIZATION	\$25.00/M

**contact:**

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**TITLE**

**Money Market Fund Investors**

**DESCRIPTION**

The conservative audience encompassed in this premium mailing list is comprised of self-reported, active money market fund investors or qualified inquirers expressing an interest to invest a minimum of \$10,000 within the last 12 months. These traditional depositors have expressed that safety and security outweigh return and growth and also indicate a preference for conservative institutions that focus on safety and stability. This conventional audience indicates that consideration will be given to short term, ready-access investment products without surrender fees. All marketing data points, self-reported and public, are audited and double verified each month through 2 or more organic sources ensuring superior accuracy and a receptive and responsive audience.

**PROFILE**

Average Age: 58  
 Average Income: \$96,000.00  
 Average Net Worth: \$230,000.00

**SOURCES**

Investment Questionnaires  
 Stockholder Lists  
 Seminar Attendees  
 Shareholder Lists  
 Direct Mail  
 Proprietary Sources  
 Opt-In Email

**Guaranteed 95% Deliverable | MINIMUM ORDER: 5,000 RECORDS**

**Updated Quarterly**

Last Update: 12/2017  
 Next Update: 3/2018

Delivery: Within 24 Hours  
 Shipping & Handling: \$25.00 Flat Rate



**data owner:**



**ws ponton**  
 DATA + MARKETING SOLUTIONS | 100 YEARS