

MUTUAL FUND INVESTORS + QUALIFIED RESPONDERS

12/20/2017

117A

List Broker Discount 25% - More Information

2,861,148	Mutual Fund Investors + Qualified Responders	\$85.00/M
992,944	Conservative Mutual Fund Investors	\$85.00/M
723,745	Growth Mutual Fund Investors	\$85.00/M
167,225	With Phone Numbers (DNC Suppressed)	\$105.00/M
785,859	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

90% MALE
10% 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:

800-628-7806 usa
800-541-8540 canada
412-782-1109 fax
412-782-2360 in pa
sales@wsponton.com
www.wsponton.com
3030 william pitt way
pittsburgh pa 15238

TITLE

Mutual Fund Investors and Qualified Responders

DESCRIPTION

This is a premium collection of affluent, active and diversified direct investors of retail mutual funds. This well informed and investment savvy audience is attracted to mutual funds offering diversification, risk avoidance, tradability and liquidity for their portfolio. The "Growth" mutual fund investor audience is speculative, risk tolerant and attracted to high yielding income mutual funds. The "Conservative" mutual fund audience reports that they are mainly concerned with wealth preservation and retirement. Research, selection and investment into the mutual funds are typically derived from investment publications, mutual fund ranking reports and financial newspapers online and in print. This audience has also indicated that they are receptive to mutual fund offers from registered investment advisors with qualified opportunities. Self-reported information indicates that they welcome the talent and track record of proven fund managers. This qualified audience is comprised of active mutual fund investors and qualified responders with have requested information or expressed an interest to invest into mutual fund for a minimum of \$10,000.00 within the last 12 months. 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 and responsive audience.

PROFILE

Average Age:	48
Average Income:	\$87,000.00
Average Net Worth:	\$175,000.00

SOURCES

Investment Questionnaires	Seminar Attendees
Telemarketing	Insurance Questionnaires
Direct Mail	Proprietary Sources
Subscriptions	Opt-In Email
Questionnaires	

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

Updated Quarterly

Last Update: 12/2017

Next Update: 3/2018

Shipping & Handling: \$25.00 Flat Rate



data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS