

**MONEY MARKET FUND INVESTORS  
POSTAL AND EMAIL**

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

**Updated**

Quarterly

**TITLE**

**Money Market Fund Investors**

**UNIT OF SALE**

\$10,000.00 AVERAGE

**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.

**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

**PROFILE**

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

**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

**SOURCES**

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

**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

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

**Updated Quarterly**

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



**data owner:**



**ws ponton**  
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