



MUTUAL FUND INVESTORS + QUALIFIED RESPONDERS		117A
List Broker Discount 25% - More Information		
<b>1,176,889 Total Mutual Fund Investors</b>	<b>\$85.00/M</b>	<b>Updated</b> Quarterly
992,944 Conservative Mutual Fund Investors	\$85.00/M	
96,707 Conservative Mutual Fund Investors with Phones	\$105.00/M	
454,462 Conservative Mutal Fund   Opt-In Email Address	\$125.00/M	
723,745 Growth Mutual Fund Investors	\$85.00/M	<b>UNIT OF SALE</b> \$10,000.00 AVERAGE
70,485 Growth Mutual Fund Investors with Phone	\$105.00/M	<b>GENDER</b> 90% MALE 10% FEMALE
331,397 Growth Mutal Fund   Opt-In Email Addresses	\$125.00/M	<b>SOURCES</b> DIRECT RESPONSE DIRECT MAIL OPT-IN EMAIL
<b>DESCRIPTION</b> 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.		<b>ADDRESSING</b> 4 - UP CHESHIRE P.S. LABELS 3 1/2 DISKETTE CD ROM E - MAIL / FTP EMAIL - DEPLOYMENT EMAIL - PERSONALIZATION
<b>PROFILE</b> Average Age: 48 Average Income: \$87,000.00 Average Net Worth: \$175,000.00		<b>SELECTIONS</b> 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
<b>SOURCES</b> Investment Questionnaires Seminar Attendees Telemarketing Insurance Questionnaires Direct Mail Proprietary Sources Subscriptions Opt-In Email Questionnaires		<b>ADDITIONAL SELECTIONS</b> 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
<b>Guaranteed 95% Deliverable   MINIMUM ORDER: 5,000 RECORDS</b> <b>Updated Quarterly</b>		<b>contact:</b> 800-628-7806 usa 800-541-8540 canada 412-782-1109 fax 412-782-2360 in pa <a href="mailto:sales@wsponton.com">sales@wsponton.com</a> <a href="http://www.wsponton.com">www.wsponton.com</a> 3030 william pitt way pittsburgh pa 15238
Delivery: Within 24 Hours Shipping & Handling: \$25.00 Flat Rate		
 <b>ws ponton</b> DATA + MARKETING SOLUTIONS   100 YEARS		