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List Broker Discount 25% - More Information		
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	UNIT OF SALE	
TITLE	\$275.00 AVERAGE	
Subscribers to a Minimum of Three or More Financial/Business		
or Investment Publications	GENDER	
	90% MALE	
	10% FEMALE	
DESCRIPTION		
Independent investors who choose and select individual stocks,	SOURCES	
bonds, commodities, mutual funds, real estate, & other types of	DIRECT RESPONSE	
financial products based on their own decisions. These investors	DIRECT MAIL	
do not solely rely on their brokers for financial information. These	OPT-IN EMAIL	
affluent hardcore investors are interested in publications and		
newsletters which will assist them in their search for profitable	ADDRESSING	
investments, tax information, and strategies.	4 - UP CHESHIRE	
They are also attracted to high yielding financial planners.	P.S. LABELS	
	3 1/2 DISKETTE	
	CD ROM	
PROFILE	E - MAIL / FTP	
Average Age: 53	EMAIL - DEPLOYMENT	
Average Income: \$85,000.00	EMAIL - PERSONALIZATION	
Average Net Worth: \$200,000.00		
	SELECTIONS	
	AGE	N/C
SOURCES	INCOME SELECT	N/C
Investment Questionnaires	PHONE NUMBER	\$20.00/M
Telemarketing	ZIP/SCF/COUNTY/STATE	\$7.00/M
Stockholder Lists	P.S. LABELS	\$10.00/M
Real Estate Transactions	3 X 5 INDEX CARDS	\$35.00/M
Subscription Lists Seminar Attendees	3 1/2 DISKETTE CD ROM	\$50.00/F \$50.00/F
Telemarketing	E - MAIL / FTP	\$50.00/F \$50.00/F
Surveys		330.00/1
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
Guaranteed 95% Deliverable MINIMUM ORDER: 5,000 RECORDS	EMAIL - DEPLOYMENT	\$25.00/M
Updated Quarterly	EMAIL - PERSONALIZATION	\$25.00/M
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data owner:	412-782-1109 fax	
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