

Bull Market Analyzer

Strategic Investment Tracking Software Buyers

179,488	12 Month Buyers	\$120/M
53,021	Quarterly Hotline	\$130/M
17,336	March 2012 Hotline	\$130/M

These active investors have purchased state of the art software that tracks trends and fluctuations in the stock market.

The System that Leads to Success analyzes companies' stocks past performance via graphs and charts, as well as current product and marketing information. It then generates strategic buy and sell signals on the stocks you select. This IBM-compatible software is most beneficial to these experienced investors.

This upscale, motivated and educated audience primarily consists of individuals who actively trade on-line, but also includes those who like to work with a broker. Reach these direct mail responsive individuals for many various offers, as they are open to new ideas for improving their lifestyle.

This group is educated - over 95% have college degrees or higher. The average household income is \$186,000. 100% have paid for this product using a credit card and 100% subscribe to an on-line service.

Who Should Use This List:

All direct mail financial, investment and insurance offers, credit card offers, all computer related and high tech, travel, upscale gift, apparel and gourmet food, business and home office, business and consumer publications.

List information contact:

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Names thru March 2012

Selects:

Income	\$5/M
Gender	\$5/M
Telephones	\$20/M
State/SCF/Zip	\$5/M
Run Charges	\$10/M
Diskette	\$30/L
E-Mail	\$30/L
Mag Tape	\$30/L

Source:

Direct Mail

Unit of Sale:

\$395.00 average

5,000 name minimum.

Sample mailing piece required.

Rentals are for one-time use only; re-use must be submitted prior to mailing. 20% commission to recognized brokers.



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