

First Choice Investors

339,077 12 Month Active Investors \$125/M
83,916 Quarterly Hotline \$135/M
28,389 March 2012 Hotline \$135/M

Updated: April 12, 2012

Names thru: March 2012

These active investors all have current positions in the stock market and hold current accounts with major and discount brokerage firms. These direct mail responsive individuals are always looking for ways to maximize their investments to continually increase their wealth.

These investors are constantly watching market trends and fluctuations to be up on the latest happenings on Wall Street; approximately 43% execute trades on-line. They are very involved in the decision-making aspects of where their money is going, and always open to fresh ideas from brokers with proven backgrounds. They are information-hungry individuals who need to stay on top of trends and the latest technologies as they relate to their investing decisions.

This is a very wealthy group of individuals; the average household income is \$179,000, and the average net worth is \$720,000. An income select is available up to \$250,000K+; also select net worth up to \$1 Million+.

This is a very educated group. Over 93% have college degrees or higher, and many attend regular outside seminar training classes to keep their career advancing as quickly as possible. Many of these professionals are upper management on the fast track of career advancement, and thus make excellent prospects for many business, office and technology offers.

Reach these busy professionals who have many varied outside interests and activities. 76% travel 5 or more times per year on business or pleasure, and rely on the convenience of direct mail for many of their purchase needs. This also is a very computer savvy group; 100% own a personal computer, and also subscribe to an online service.

Who Should Use This List:

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

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Selects:

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

Source:

Direct Mail

Unit of Sale:

\$1000.00+

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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