

# Profit Watch Women Investors

*Wealthy & Independent Investors at Home address*

206,951	12 Month Investors	\$80/M
68,324	Quarterly Hotline	\$90/M
20,459	March 2012 Hotline	\$90/M

Reach the most exciting and dynamic group of wealthy, affluent, smart and independent women on the market today! The file is derived through a variety of direct mail sourced responders to upscale credit card offers, investment offers from brokerage firms, financial newsletter subscribers, financial seminar attendees, as well as other high end direct mail financial offers. (*May select some specific sources!! see selects*). These women make their own investment and buying decisions; they respond to direct mail financial offers, and appreciate learning of new and better opportunities to further their success.

This group of savvy and educated women represents an audience with Huge buying power for a myriad of offers. These are career Executives who like to manage or assign effective portfolio management decisions. Since most direct mail purchases are made through a credit card, these women are also looking for the most competitive credit card offer.

These direct mail responsive executives are great targets for credit card offers and business-related products and services. Their credit is excellent; many have Premium credit cards, thus giving them leverage "shop" for the most attractive offer.

#### Survey and Telemarketing data reveal the following:

- 90% own their own home
- 63% travel 3+ times per year for business
- 92% own IBM-compatible computers
- 74% have personal net worth over \$200K
- 28% are Business Owners
- 74% are between age 35 to 60

#### Who Should Use This List:

This is an ideal target audience a variety of offers such as: credit cards, all women's and related products, financial, investment and insurance offers, computer and software products, business and related publications, travel, upscale, high-tech, fundraising, continuing education, and many more.

List information contact:

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**Names thru: March 2012**

#### Selects:

Age	\$5/M
Income	\$5/M
Net Worth	\$5/M
Source:	\$5/M
Newsletter Subscriber	
Credit Card Responder	
Seminar Attendee	
Investment offer	
Unit of Sale \$100+	\$5/M
Business Owner	\$5/M
Geography	\$5/M
State, SCF, Zip	

#### Output:

Diskette, FTP, E-Mail,	\$30/L
Cartridge, Tape	

#### Source:

Direct Mail responders

#### Unit of Sale:

\$19.00 - \$350.00



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