

VantageCore

Aggressive Speculative Investors

171,820	12 Month Investors	\$125/M
53,982	Quarterly Hotline	\$135/M
17,324	March 2012 Hotline	\$135/M

Reach young affluent investors who actively invest in stocks and other investment vehicles to grow their portfolio. These aggressive investors have responded to at least one financial or investment direct mail offer indicating interest, then contacting their own broker, or placing the trade online. They have responded to information regarding company news that affect existing market climate, investment forecasts and trends, upcoming IPO offerings, stocks (primarily NASDAQ), bonds, mutual funds, real estate and annuities.

These up and coming risk takers are open to new ideas about investing, portfolio enhancement, modification and diversity. These are primarily younger wealthy people (mostly men) who are confident in their investment decision making and are not afraid to pursue new opportunities and ventures.

This target audience is not just investors; many of these prospects currently subscribe to three or more financial publications, and like to be on the pulse of investment opportunities. They are successful primarily white collar executives and business owners that also travel for business 5+ times per year. This is an educated and well-to-do group of individuals who are intent on growing their portfolios; the average household income \$184,000, and median net worth is \$425,000.

Who Should Use This List:

These upscale, active direct response buyers make excellent targets for a myriad of offers including all financial and investment, credit cards, full and discount brokerage, computer, high-tech and related, all upscale offers, travel, entertainment, insurance, business opportunities, business and consumer publications and much more!

List information contact:

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Updated: April 12, 2012
Names thru: *March 2012*

Selects:

Age	\$5/M
Income	\$10/M
Net Worth	\$20/M
Gender	\$5/M
Run Charges	\$10/M
State/SCF/Zip	\$5/M

Output:

E-Mail, Mag Tape,
Disk, FTP \$30/M

Source:

Direct Response
Multi-Sourced

Average Unit of Sale:

\$500.00 - \$1500.00

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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