



112,108	12 Month Buyers	\$110/M
28,717	Quarterly Hotline	\$120/M
	<b>Fundraising Rate</b>	<b>\$75/M</b>

**PROFILE:** Reach aggressive, speculative, high risk oriented individual investors who responded to a direct mail solicitation and then purchased a minimum of \$1000.00 worth of units of an IPO (Initial Public Offering) from Berkshire Capital, a NYSE venture capital firm. All of these upwardly mobile professionals are well-qualified investors with an above average income of \$100K+ and are between the ages of 35-55.

These 100% direct mail respondents are actively seeking information on speculative, high risk / high return investment opportunities and are accustomed to making their own financial decisions. These investors are the "players" in the investment arena who seek out the "hottest" opportunities and investment information that will enable them to stay on top of the latest trends.

These information hungry, proven direct mail responsive individuals are ideal targets for: Financial Publications and Newsletters, Online trading services, Investment offers, Credit Card offers, Seminars, Wealth Building Opportunity offers, Business offers and Publications, Travel and Upscale Gifts.

- ▶ **Income \$200,000+**
- ▶ **Age range 35 – 55**
- ▶ **95% subscribe to one or more financial publications**
- ▶ **90% subscribe to online service**

**UNIT OF SALE:** \$1000.00

**SOURCE:** 100% Direct Mail

**ZIP+4 and NCOA'd cleaned quarterly**

**UNIT OF SALE:**  
**\$1000.00**

**MINIMUM TEST**  
**5000**

**MAINT:**  
Cheshire Labels, - N/C  
Floppy Disc \$15.00  
Magtape: \$25.00  
P/S Labels: \$8.00/M  
E-mail/Modem: \$15.00

**SELECTS:**  
100% Zip Sequence  
State, SCF \$ 5.00/M  
Keying \$ 2.00/M  
Run Charges \$10.00/M  
Phones \$10.00/M

List Information  
Contact:  
**Global Direct**  
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**Email: inquire@**  
**globaldirectlists.com**

NEW MAILER REQUIRED TO PRE-PAY ON FIRST ORDER

MINIMUM ORDER: 5,000.  
SMP REQUIRED. 20% COMMISSION TO RECOGNIZED BROKERS. ORDERS CANCELLED AFTER MAIL DATE REQUIRE PAYMENT IN FULL.

ALL CANCELED EMAIL ORDERS LESS THAN 5 BUSINESS DAYS PRIOR TO THE SCHEDULED BROADCAST DATE REQUIRES PAYMENT IN FULL.

ALL CANCELED POSTAL ORDERS WILL BE BILLED AT A FLAT FEE OF \$50 IN ADDITION TO, APPLICABLE, RUN CHARGES OF \$10/M AND SELECTION, TAPE AND SHIPPING CHARGES.

**CARD# BC1**



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