



TRADE ADVISOR PRO

Investment Software Buyers

107,205	12 Month Buyers/Trials	\$105/M
27,574	Quarterly Hotline	\$115/M
	Fundraising Rate	\$75/M

PROFILE: Reach affluent, individual investors who are actively tracking the performance of stocks, bonds and mutual funds held in their personal portfolios. These tech-savvy investors have purchased via direct mail a technical charting software package designed for the investor who really wants to dig into market analysis. It includes an interactive financial information service offering sophisticated charts & graphs for equities traded on the NYSE, AMEX and NASDAQ. All of these highly motivated, serious investors have paid with a major credit card and have indicated on their software registration that they currently subscribe to at least one major financial publication.

- ▶ **84% male**
- ▶ **Age range 40-65**
- ▶ **Median income \$150,000+**
- ▶ **92% subscribe to a financial publication**

These quality investors have a great interest in financial and investment opportunities and are in need of top quality information to become more educated and confident in their investment decisions.

RECOMMENDED USAGE: They make excellent prospects for:

- | | |
|------------------------------|-----------------------|
| Financial publications | Investment offers |
| Computer software & hardware | Travel |
| Business publications | Consumer publications |
| Upscale gift catalogs | Credit card offers |
| Business & home office | Fundraising offers. |

UNIT OF SALE: \$79.00 - \$295.00

SOURCE: Direct Mail/Internet

For more information and count requests please call:
561-586-8336 Fax: 561-585-9469
Email: info@gdlists.com

MINIMUM TEST
5000

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

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

List Information
 Contact:
Global Direct
Tel: (561) 533-6691
eFax:(561) 533-6691
E-Mail: inquire@
globaldirectlists.com

NEW MAILER REQUIRED TO
 PRE-PAY ON FIRST ORDER

MINIMUM ORDER: 5,000 2 SMP
 REQUIRED. 20% COMMISSION
 TO RECOGNIZED BROKERS.
 ORDERS CANCELLED AFTER
 MAIL DATE REQUIRE PAYMENT
 IN FULL.

ALL CANCELLED 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# TAP1



GLOBAL DIRECT MARKETING, INC.

Telephone (561) 533-6691 - eFax (561) 533-6691
 4200 S Ocean Boulevard - Suite 101 - Palm Beach, FL 33480
 Web: www.GlobalDirectLists.com

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