

# Wall Street's Investor's Edge



Affluent, **CANADIAN** Investors  
Postal Addresses



## UPDATE

August 2011

Names thru  
July 2011

78,464	Postal Addresses	\$85/M
21,032	Quarterly Hotline	\$95/M

Target Wall Street's  
high income\high net worth investors.



### PROFILE:

Reach affluent, highly motivated, current Canadian subscribers/ investors who subscribe to this award winning financial newsletter to receive up-to-the-minute news on all trading markets, alerts on small cap and micro cap companies, IR information, IPO alerts and the latest financial/investment product information that will give them the "edge" on trading profitably.

Our user survey reveals that 90% of these affluent, highly motivated investors trade online and execute an average of at least 3 trades per month. They have an above average income of \$175,000K+. All are online product buyers.

This timely financial newsletter delivers financial information to these active investors who are seeking out the hottest stocks, new IPO's and the latest information on emerging new markets.

### RECOMMENDED USAGE:

*Investment offers, Newsletter offers, Computer software, Financial publications, Credit card offers, Travel and leisure, Online services.*

SOURCE: Direct mail / Internet

### MATERIALS:

**DISKETTE: \$15.00**  
**CD-ROM: \$15.00**  
**E-MAIL: \$15.00**

**MINIMUM TEST**  
**5,000**

### SELECTS:

**State** \$ 5.00/M  
**Keying** \$ 2.00/M  
**Run Charges** \$10.00/M  
**Phones** \$10.00/M

### List Information

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NEW MAILER REQUIRED TO PRE-PAY ON FIRST ORDER

MINIMUM ORDER: 10,000 2 SMP REQUIRED. 20% COMMISSION TO RECOGNIZED BROKERS. ORDERS CANCELLED AFTER MAIL DATE REQUIRE PAYMENT IN FULL.

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

**CARD# WSIEP**



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