

## **AAIL Active Paid Members**

(American Association of Individual Investors)

146,845	Active Paid Members	\$195/M
	Non-Financial/Consumer Offers	\$110/M
	Fundraiser Rate	\$ 85/M
<b>65,878</b>	<b>12 Mo. New &amp; Renewal Members (03/17 – 02/18)</b>	<b>\$210/M</b>
<b>80,967</b>	<b>Long Term Members (3+ Years)</b>	<b>\$205/M</b>
5,793	Jan-Feb 2018 Expires	\$150/M
20,442	2017 Expires	\$145/M
17,674	2016 Expires	\$140/M
19,357	2015 Expires	\$135/M
13,548	2014 Expires	\$130/M
15,309	2013 Expires	\$125/M
21,279	2012 Expires	\$120/M

\*DMA PANDERS REMOVED\*

AAIL, the leading investor educational association, provides its dues paying members with the tools, data and guidance they need to pursue higher investment returns. The American Association of Individual Investors was founded in 1978.

AAIL Membership includes 10 issues of the AAIL Journal, model stock and mutual fund portfolios, local chapter meetings, a year-end tax strategy guide, annual mutual fund book and access to the AAIL website.

Members are interested in investment newsletters, software, computers and anything related to the overall management of wealth.

2016 AAIL member profile:

Average Age 62  
92% Male  
71% Retired  
Average annual income - \$145,954  
Average investment portfolio value - \$1,782,246  
88% College Degree or higher

### **Please note:**

Sample mailing piece required for approval. No free/lead generation offers.

Orders cancelled prior to mail date are subject to a \$200 cancellation fee plus selection, transmission and running charges. Orders cancelled after mail date are payable in full.

**Continuation Usage:** Bloomberg BusinessWeek, Dow Jones-Barron's, Foodbanks, Fortune Magazine, Horizon Publishing-Dow Theory Forecasts, Investing Daily-Personal Finance, Investing Daily-Utility Forecaster, Investing Daily-The Complete Investor, Investorplace Media-Indep. Adviser for Vanguard Investors, Kiplinger's Investing for Income, Kiplinger's Personal Finance, Kiplinger's Retirement Report, Kiplinger Tax Letter, Missions Outreach, Morningstar-Fund Investor, Morningstar-Dividend Investor, Morningstar-ETF Investor, Morningstar Premium, Morningstar-StockInvestor, Morton Arboretum, Osborne Partners, Value Line 600, Wealth Enhancement Group

**Date:** March 15, 2018  
(names through Feb. 2018)

**Next Update:** September 2018  
(names will be through Aug. 2018)

**Minimum Order:**  
5,000

**Sourc**  
98% Direct Mail

**Unit of Sale:**  
\$54 Average

**Addressing:**  
E-mail \$75/F  
FTP \$75/F

**Selections:**  
State/SCF/Zip \$5/M  
Keying \$2/M

**Delivery:**  
Allow five working days from approval of order.

\*Reciprocal rental may be required.

\*Previous orders may be omitted up to 6 months after original order date.

**Contact Jeff Sutton for additional information.**  
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