

AAll Mutual Fund Newsletter Subscribers

(*Quarterly Mutual Fund Update* from the American Association of Individual Investors)

15,830	Active Paid Subscribers	\$195/M
3,376	2017 Expires	\$110/M
	Non-Financial/Consumer Offers	\$110/M
	Fund Raisers	\$ 85/M

DMA PANDERS REMOVED

AAll Quarterly Mutual Fund Update subscribers receive a newsletter from AAll that is designed to give them all of the data and insight they need to build and manage a successful mutual fund portfolio.

These subscribers have paid \$53 to AAll for membership and a subscription to the *Quarterly Mutual Fund Update*. The newsletter provides performance data, commentary and fund news on over 1,000 top low and no-load funds... all in a concise and easy to read format.

2016 AAll 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.

Usage: Morningstar Dividend Investor, Dow Theory Forecasts, Morningstar Stock Investor

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

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

Minimum Order:
Actives - 5,000
Expires – Full Run

Source:
98% Direct Mail

Unit of Sale:
\$53/yr. Newsletter

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.
(jeff@msilist.com; 847-934-1111)
www.msilist.com

MSI LIST MARKETING
Marketing Services International, Inc.

738 E. Dundee Road, Suite 321
Palatine, Illinois 60074

Phone(847)934-1111 Fax (847) 890-6700
www.msilist.com