

AALL STOCK ENTHUSIASTS

(American Association of Individual Investors)

12,603 12 Month Active Paid Subscribers & Buyers \$225/M
(03/17 – 02/18)

34,227 03/2015-02/2017 Expires & Former Buyers \$170/M

DMA PANDERS REMOVED

Members of the American Association of Individual Investors who have purchased newsletter subscriptions, software and/or books from AALL that focus solely on the area of stock investing.

These enthusiasts have paid an average of \$142 for AALL subscriptions and services that are designed to educate users about stock investing, as well as provide the direction and guidance needed to outpace the overall market.

AALL Stock Enthusiasts respond as follows, when asked about their interest level in stock investing and stock information tools:

- 77.2% very interested/interested in Buy, Sell & Hold stock recommendations
- 78.7% very interested/interested Fundamental Stock Analysis
- 54.2% very interested/interested Technical Stock Analysis/Charting
- 67.9% very interested/interested Stock Screening Software

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, format and running charges.

Orders cancelled after mail date are payable in full.

Not to be used for telemarketing, free or sweeps offers. List may not be included in any database. Lists may not be scored, modelled or retained for data analysis without the consent of the list owner.

USAGE: Morningstar Stock Investor, Morningstar Premium, The Economist, Dow Theory Forecasts, Strategic Intelligence

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

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

Minimum Order:
5,000

Source:
98% Direct Mail

Unit of Sale:
Avg. \$142

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.

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