

No-Load Fund Investor

3,816	Active Subscribers	\$200/M
	Non-Financial/Consumer Offers	\$110/M
4,162	2011-2016 Expires	\$140/M

The *No-Load Fund Investor*, edited by Mark Salzinger, is a comprehensive newsletter that tracks 971 no-load and low-load mutual funds, as well as hundreds of exchange traded funds. Each issue gives comparative reports of each fund's performance based on original research. The publication also provides specific fund recommendations for each stage of an investor's life.

In August 2016, its' sister publication, *The Investor's ETF Report*, was merged with *No-Load Fund Investor*, as many readers now invest in both no-load mutual funds and ETF's.

The *No-Load Fund Investor* represents affluent, action-oriented investors who seek advice in order to make their own decisions through no-load mutual funds and ETF's. By covering the broad spectrum of no-load funds, ranging from aggressive growth, to income, to bonds, to money markets, it attracts investors seeking maximum capital gains as well as security and income.

Subscribers are mostly direct mail sold and have paid \$99-\$139 per year for 12 monthly issues.

Please note:

Sample mailing piece required for approval.

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 FundInvestor, NoLoad FundX, Dow Theory Forecasts, Fidelity Monitor & Insight, Successful ETF Investing

Date: July 15, 2017
(names through June, 2017)

Next Update: Jan. 2018
(names will be through Dec. 2017)

Minimum Order:
Full Run

Source:
75% Direct Mail
25% Publicity

Unit of Sale:
\$99-\$139 per year

Addressing:
E-mail \$50/F
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State/SCF/Zip \$5/M
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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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