



KCI Masterfile

55,562 Active Paid Newsletter Subscribers \$200/M
10,402 3rd Quarter 2010 Hotline \$225/M
21,284 2009 Expires \$150/M
30,325 2008 Expires **\$150/M**
22,763 2007 Expires \$140/M
18,996 2006 Expires \$140/M

Fundraisers/Catalog Rate \$90/M
Lead Generation/Non-reciprocal mailers +\$50/M

A magnificent Masterfile combined and unduplicated of active subscribers to KCI Communications' investment advisory publications.

The list includes active and recent expired subscribers to *Personal Finance*, *Utility Forecaster* and subscribers to various premium paid services. Also included are buyers of KCI's special reports covering the entire investment arena.

Subscribers are: Direct mail responsive, active, self-directed investors, avid readers and travelers, mature (average age 62) males and very affluent.

Reciprocal rental required for all competitive offers

For more information contact Meg Gallogly at 703.905.4532, fax to 703.905.8097 or email to mgallogly@media-mart.com

Continuation Usage: 10/10

American Red Cross
Dow Theory Forecasts
DRIP Investor
Fisher Investments
Forbes Magazine
Harvard Men's Health Letter
Howard Jarvis Taxpayers
International Precious Metals
Investment Rarities - Coins
Investors Business Daily
Money Magazine
Morningstar Stock Investor

Outstanding Investments
Oxford Club
Republican National Committee.
Salvation Army
Shepherd Investment Strategist
Vector Vest Investment Software

Date: January 2011

Gender:
82% Male - selectable

Average Unit of Sale:
\$250.00

Source:
100% Direct Mail

Updated Quarterly

Names Thru:
September 2010

Next Update:
April 2011

****Reciprocal Email fees apply.**

Min fee: \$50/F

Selections:
6 month hotline 10/M
12 month hotline 5/M
State/Zip/SCF \$5/M
Gender \$5/M
Run Charges \$10/M
Zip Setup \$30/F
Cancellation \$50/F

Net Name:
85% on Quantities of 50,000+
\$10/M Running Charges

Minimum Order:
5,000 Names
\$75 Flat fee for orders under 5,000

NO TELEMARKETING

20% Commission to recognized brokers