



Louis Rukeyser's Masterfile

7,793 Active Paid Subscribers \$195/M
2009 Expires 3,767 \$130/M
2008 Expires 7,032 \$130/M
2007 Expires 15,487 \$130/M
Fundraising/Catalog Rate \$100/M
Lead Generation/Non Reciprocal Fee +\$50/M

Combined and unduplicated file containing active paid subscribers to both Louis Rukeyser's Wall Street and Rukeyser's Mutual Fund. For more than 32 years, Louis Rukeyser has been the host of the most widely watched and trusted investment show on TV, *Louis Rukeyser's Wall Street*. Subscribers to *Louis Rukeyser's Wall Street* are mature, wealthy, self-directed investors. They are proven direct mail buyers who invest, read and travel extensively, are retired or near retirement and are generous donors to charitable and political organizations.

**RECIPROCAL RENTAL REQUIRED FOR COMPETITIVE OFFERS. NO
TELEMARKETING PERMITTED.**

For more information contact Meg Gallogly at (703) 905-4532, or fax (703) 905-8097, or email your request to mgallogly@media-mart.com

Continuation usage:

National Republican Senatorial Committee
Public Television
Museum of Modern Art – NY

Date: January 2011

Gender:
82% Male - \$5.00/M

Unit of Sale:
\$70 per year

Source:
98% Direct Mail

Names Through:
December 2010

Next Update:
March 2011

Commission:
10% to recognized brokers

Addressing:
Email \$50/F

Selections:
Home/Bus Add\$5/M
Cancel Fee \$50/F

Net Name:
Negotiable

Minimum Order:
5,000

**SAMPLE REQUIRED
FOR LIST OWNER
APPROVAL**