



## Louis Rukeyser's Mutual Funds

4,380 Active Paid Subscribers \$195/M  
3,856 2008-2009 Expires \$130/M  
4,565 2007 Expires \$130/M  
6,242 2006 Expires \$130/M  
7,026 2005 Expires \$130/M  
*Fundraisers/Catalog Rate \$100/M*  
*Lead Generation/Non Reciprocal Fee +\$50/M*

Louis Rukeyser's Mutual Funds newsletter gives subscribers personal guidance through the mutual fund jungle, pointing out significant events while leading subscribers to the most interesting and profitable opportunities for their money.

Subscribers to Louis Rukeyser's Mutual Funds newsletter are 87% male. Average unit of sale is \$70. 98% of the subscribers receive this newsletter at home and the list is 98% direct mail sold.

### 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](mailto:mgallogly@media-mart.com)

Recent continuation usage: 1/11

Ameritrade  
Morningstar ETF Investor  
Morningstar Fund Investor  
Morningstar Stock Investor  
Teaching Company

**Date:** January 2011

**Gender:**  
87% Male

**Unit of Sale:**  
\$70 per year

**Source:**  
100% Direct Mail

**Names Through:**  
December 2010

**Next Update:**  
April 2011

**Commission:**  
**10% to recognized brokers**

**Addressing:**  
Email \$50/F

**Selections:**  
Quarterly HL \$15/M  
State/Zip/SCF \$5/M  
Home/Bus Add\$5/M  
Zip set up \$30/F  
Cancel Fee \$50/F

**Minimum Order:**  
5,000

**SAMPLE REQUIRED  
FOR LIST OWNER  
APPROVAL**