



Date: January 2011

Gender:
82% Male - selectable

Unit of Sale:
\$70 per year

Source:
98% Direct Mail

Names Through:
December 2010

Next Update:
April 2011

Commission:
10% to recognized brokers

Addressing:
Email \$50/F

Selections:
Six Month \$10/M
State/Zip/SCF \$5/M
Home/Bus \$5/M
Run Charge \$10/M
Zip set up \$30/F
Cancel Fee \$50/F

Net Name:
85% net + \$10/M Run
Charge on 50,000 minimum

Minimum Order:
5,000 – Under Min \$75/F

**SAMPLE REQUIRED
FOR LIST OWNER
APPROVAL**

Louis Rukeyser's Wall Street

4,834 Active Subscribers \$195/M
7,068 2008-2009 Expires \$130/M
11,138 2007 Expires \$130/M
21,003 2006 Expires \$130/M
22,706 2005 Expires \$130/M
Fundraising/Catalog Rate \$100/M
Lead Generation/Non Reciprocal Fee +\$50/M

For more than 32 years, Louis Rukeyser had been the host of the most widely watched and trusted investment show

Wall Street Week with Louis Rukeyser

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

Recent Continuation usage: 12/10

Dow Theory Forecast
Kiplinger Retirement Letter
Leeb's Income Performance Letter
Morningstar Dividend Investor
Morningstar Stock Investor
Republican National Committee
Salvation Army
The Complete Investor
Wall Street Journal