



Contrarian *Investors*

This database consists of investors who are drawn to options deemed undesirable by most other investors in the hope that a downward market trend would effect a reversal and launch a buying spree, at which point they would be first among those reaping rewards.

Sourced from investment brokers' databases.

SEGMENTS

486,886	Mailing List	\$190/M
447,935	Telemarketing List	\$190/M
219,099	Fax List	\$190/M
121,722	Email List	\$190/M

GEOGRAPHY

Worldwide

MINIMUM ORDER

Quantity: 5,000

METHOD OF ADDRESSING

Email Delivery *FREE of charge to mail house*
Floppy disc 15.00/F each
CD-ROM 50.00/F each
Labels 15.00 / M
Courier charges: at cost, Key Coding available

RECOMMENDED USAGE

Business and Economic Literature - Personal
Investment, Insurance, Other Financial Services -
Information Technology Products and Services -
Lotteries and Sweepstakes - New Age Literature -
Charity

SELECTS

Geography, Job Function / Title, SIC,
Monthly Income, Gender, Language
Address: private / business, Recency
Risk Tolerance

All Selects: *FREE of charge*

UPDATE FREQUENCY

Every 3 months

DELIVERY

48 hours

COMMISSION

Broker: 20%
Agency: 15%

UNIT OF SALE

n/a

SAMPLE REQUIRED