

Reach Active Personal Finance & Investment Enthusiasts



The Active Personal Finance and Investment Enthusiasts file is comprised of individuals and families who take an active role in managing their finances.

Segments	Price
Email	\$80.00 /M
Postal	\$80.00 /M
SMS/Mobile	\$150.00 /M
Multi Channel (Email & Postal)	\$120.00 /M
Multi Channel (Email & SMS/Mobile)	\$225.00 /M

Description

The **Active Personal Finance and Investment Enthusiasts File** is comprised of individuals and families who take an active role in managing their finances. These individuals are always looking for additional ways to save money, invest wisely, search for the best rates, budget consciously, and care for their nest egg. The file encompasses a wide variety of individuals in terms of level of financial knowledge and experience, from those who are interested in investing for the first time, to the financially savvy investors with diversified portfolios who like to remain on the brink of the next big investment. The file contains individuals with savings accounts, CDs, IRAs, mutual funds, stocks, bonds, and much more. The file also includes individuals with checking accounts, credit cards and debit cards interested in better and smarter ways to manage their money.

PROFILE

35% Female Average Age: 44
65% Male Average Income: \$125K

This file is ideal for targeting responsive prospects for offers pertaining to investment products, savings products, personal finance software products and applications, financial advice, online tools, banks and credit unions, financial seminars and courses, loan consolidation, college savings and much more!

Contact Us For More Information

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ID Number	289879
Universe	3,897,155
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	06/21/2010
Counts through	01/18/2013
Selects	
Gender	No charge
Homeowner	No charge
Household Income	No charge
Income	No charge
Lifestyle Interest	No charge
Marital Status	No charge
Monthly Hotline	No charge
Presence of Children	No charge
SCF	No charge
State	No charge
Zip Code	No charge
Geography	Domestic (US)
Addressing	
ADDITIONAL CREATIVE	250.00 /F
EMAIL PERSONALIZATION	10.00 /M
EMAIL TESTING	No charge
EMAIL TRACKING	No charge
EMAIL TRANSMISSION	No charge
IMAGE HOSTING	No charge
POSTAL FILE DELIVERY	25.00 /F
RUN CHARGE	10.00 /M
SUPPRESSION FEE LESS THAN 250K NAMES -	300.00 /F
SUPPRESSION FEE MORE THAN 250K NAMES -	500.00 /F

> Targeted, Effective Results!
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