

Equities Magazine Postal Masterfile

Subscribers to a Magazine Covering Financial Industry Trends, Strategies, Opportunities, Financial Leaders, & Emerging Public Companies

MetaResponse Group®

Direct Marketing Solutions

Updated Counts!

140,000	U.S. Subscribers	\$Call
29,000	Canadian Subscribers	\$Call
61,000	European Subscribers	\$Call

(* Non-financial offers are based at \$100/M; Fundraisers at \$75/M

The **Equities Magazine Postal Masterfile** reaches individual and institutional investors who are active subscribers to the premier print and digital publication covering the financial world of small and mid-cap emerging companies. Coverage is done by examining industry trends, analyzing strategies and opportunities, as well as profiling high profile financial leaders.

Equities Magazine is a well-respected publication within the financial community, and is now in its 57th year of publication. Equities' longevity is attributed to its unique ability to present quality companies to the investment community while offering solid advice from top financial minds. Brokers, fund managers, analysts, and individual investors have come to rely on **Equities Magazine** for its unfiltered look at all aspects, both good and bad, of today's small and mid-cap markets.

Distribution of **Equities Magazine** includes major retailers such as Barnes & Noble, B. Dalton, Books-A-Million and on newsstands across the nation. **Equities Magazine** also has representation at over ninety vertical market trade shows and conferences within the financial sector which procure new subscribers who are either institutional or individual investors. Additional growth in the subscriber base is attributed to *Equities Europe*, *Equities Digital*, and the **Equities** website (www.EquitiesMagazine.com).

The **Equities Magazine Postal Masterfile** reaches a consummate audience of active investors. They are a sophisticated, upscale, well-read group who are market movers on the institutional and individual investment side of the market. They are highly responsive to a wide range of consumer, financial and small office/home office direct mail offers.

USAGE SUGGESTIONS INCLUDE:

All Investor Relations (IR) offers, Small Office/Home Office Offers, Self-Improvement Offers, Travel Offers, Books, Magazines, Newsletters, Investment Offers, Online Trading Systems, Upscale Consumer Offers, Credit Cards Offers, PC Software & Hardware, Portable Computing & Mobile Offers, Internet/Online Services, Fundraisers, and More!

For more information, contact Diane Dubocq, x217 (ddubocq@metaresponse.com). Visit us on the web at <http://www.metaresponse.com>.

Source Circulation Records
Direct Mail, Trade Shows & Internet

Selections

Address Type \$5/M
Gender \$5/M
Geo \$5/M

Email \$50 Flat
Fulfillment

Note: An email list is also available

Special Instructions

A signed List Rental Agreement is required for all test orders. Sample mailing piece is required for List Owner approval. All rentals are for a one-time usage only. Running charges are billed at \$10/M for orders cancelled after processing. Re-uses must be cleared by the List Owner prior to mailing.

Order Minimum 5,000

Updated Monthly

Rev 09.01.09
Names through August 2009

EQUITIES[®]
MAGAZINE EST. 1951



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175,000 U.S. Subscribers \$Call

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The **Equities Magazine Email Masterfile** reaches a consummate audience of actives, computer-savvy investors. They are a sophisticated, upscale, well-read group who are market movers on the hunt for emerging small and mid-cap public companies. They are *highly responsive* to upscale consumer, financial and small office/home office offers.

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Source Circulation Records
Trade Shows & Internet

Selections

HTML Setup \$150 Flat
A/B Splits \$50 Flat per split
Personalization \$10/M
Suppression \$100/Flat

E-mail Rental Conditions

(*) Pricing includes transmission.

Allocate three working days for preparation, approval, and transmission of your message

The first proof/revision/proof cycle is performed at no cost. Additional changes after this cycle are at \$50/F per additional proof.

10,000 name minimum

Note: A postal list is also available

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