

Franklin Prosperity Report Subscribers from Newsmax

Subscribers to Personal Finance Newsletter Which Helps Individuals Find, Keep, and Grow Their Financial Assets

First Time Available!

| | | |
|---------|--------------------|-------------|
| 299,803 | Total File | \$200/M (*) |
| 110,815 | Active Subscribers | \$215/M |
| 50,310 | Trials | \$180/M |
| 138,678 | Expires | \$165/M |
| | Recency | +\$10/M |

The **Franklin Prosperity Report Subscribers from Newsmax** list reaches individuals who are in direct control of the financial decisions within their home. They have subscribed to the **Franklin Prosperity Report** so as to learn techniques on how to *protect and grow their money*.

Published by *Newsmax*, the **Franklin Prosperity Reports'** contributing editor is well-known economist and author *Mark Skousen*, who is a sixth-generation grandson of Benjamin Franklin, and thus, the name of the newsletter. Regular topics in the newsletter include *investing, retirement, spending, and insurance*.

Articles published in the **Franklin Prosperity Report** showed readers...

- An easy way to check out charities.
- How to reduce income taxes.
- Secrets of withdrawing money from an IRA without penalty.
- Tips for buying or building a first house.
- How to cut business postal expenses by up to 40%.
- How to get an interest-free loan for debt relief.
- Five reasons to skip retail credit.
- Important tips for buying long-term care insurance.
- How to avoid getting ripped off for auto repairs.
- How to slash your mortgage payments without unpleasant surprises in a few years.

Subscribers are individuals with an *above-average* level of disposable income. They share a common goal of developing their savings and strengthening their retirement portfolios. Subscribers spend anywhere from \$49 to \$99 a year for their subscription. Subscribers are given a free copy of the report "The Millionaire Next Door" as well as access to a private area of the web site to read archived issues.

The **Franklin Prosperity Report Subscribers from Newsmax** list reaches a consummate group of well-read consumers who embrace Franklin's mindset that "a penny saved is a penny earned." They are in direct control of buying decisions within their household, where they are on the constant lookout for information, services, publications, and products that will help them save money and protect their personal wealth. They are receptive to a wide range of consumer, financial, and informational offers.

USAGE SUGGESTIONS INCLUDE:

All Book, Magazine & Newsletter Subscription Offers, Consumer Offers, Financial and Investment Offers, Fundraisers, Retirement Offers, Home Office Offers, Credit Card Offers, Health & Fitness Offers, Gift Items, Business Opportunities, Self-Improvement, and More!

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

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|---------------------|------------------------|
| Source | Internet & Direct Mail |
| Unit of Sale | \$49 - \$99 Yearly |
| Selections | |
| Gender | \$7/M |
| Address Type | \$7/M |
| SCF/State/Zip | \$7/M |
| Email Fulfillment | \$65 Flat |

(*) **Non-financial offers priced at \$110/M; Fundraisers at \$75/M**

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. Cancellations after processing will incur a \$50/F fee, \$10/M running charges and applicable shipping costs.

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Re-uses must be cleared by the List Owner prior to mailing.

Updated Quarterly
Order Minimum 5,000

Rev 01.11.12
Names through Dec 2011

NCOA'd Jan 2012

