

# Newsmax Affluence Masterfile

Unduplicated Postal Masterfile of Newsmax Financial & Investment  
Newsletter Subscribers

## Updated!

251,021	Total Investors	\$195/M (*)
100,462	Last 12 Months	\$215/M
148,723	Last 24 Months	\$205/M

The **Newsmax Affluence Masterfile** reaches a consummate audience of individuals who share common interests of preserving, building, and protecting personal wealth. It represents a deduped, NCOA'd masterfile across the suite of financial and investment newsletters published by *Newsmax*.

*Newsmax Media* (newsmax.com) is a leading multiplatform content provider, spanning print, digital, and video media channels. Driven by the vision of its CEO and founder, Christopher Ruddy, *Newsmax* stays true to form with its corporate tag line of "Independent. American."

The suite of *Newsmax* financial and investment newsletters include *Franklin Prosperity Report*, *Ultimate Wealth Report*, *The Dividend Machine*, *High Income Factor*, *Financial Intelligence Report*, and *Resolute Wealth Letter*. (Note: *Absolute Profits* is now part of *The Dividend Machine*.) Information provided in this suite of *Newsmax* newsletters keep readers informed of political, business, and social events, both U.S. and abroad, that have direct impact on Wall Street. Edited by some of the most distinguished, award-winning journalists in the industry, the information provided helps individuals stay ahead of the game and make smart decisions to protect and grow their personal wealth.

The **Newsmax Affluence Masterfile** reaches a well read, politically charged group of affluent individuals. The audience is 70% men (selectable) with an above average household income of \$125,000 and up. Most are college educated with white collar management level positions. Age range skews towards a mature audience age 40+, and most are homeowners. They are a cross-section of the U.S. population that are earners, and, as such, they have income to spend on themselves and their families. They are constantly seeking ways to improve their personal wealth as well as their health, which tend to work in tandem with each other. They are also active donors to humanitarian and political causes.

The **Newsmax Affluence Masterfile**, with its reach into an audience of wealthy, informed, and active investors, is a prime resource that is highly responsive to a wide variety of direct mail offers.

### USAGE SUGGESTIONS INCLUDE:

All Financial Offers, Investor Relations (IR) Offers, Fundraisers, Books, Magazine & Newsletter Subscriptions, Self-Improvement offers, Seminar Offers, Money Making Offers, Home Office Offers, Upscale Consumer Offers, Credit Card Offers, Computer Hardware & Software, Internet/Online Services, and More!

For more information, contact Jerry Whiteway at (954) 360-0644, x204 or via email at [jwhiteway@metaresponse.com](mailto:jwhiteway@metaresponse.com). Visit us online at <http://www.metaresponse.com>.

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### Selections

Gender \$7/M  
SCF/State/Zip \$7/M

Email Fulfillment \$65 Flat  
FTP Fulfillment \$75 Flat

**(\*) Non-Financial offers are based at \$100/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.

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

Order Minimum 5,000

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Names through October 2017

Updated & NCOA'd Quarterly

