

Female Executives - October Research

Female Subscribers, Buyers, and Attendees in the Real Estate, Settlement Services and Mortgage Origination Industries

MetaResponse Group®
Direct Marketing Solutions

43,271 Active Subscribers, Attendees
and Product Buyers \$130/M

The **Female Executives – October Research** file reaches executives in the real estate, settlement, and mortgage origination industries. The masterfile includes active paid newsletter subscribers, paid seminar attendees, as well as product buyers from **October Research**.

October Research Corporation (www.OctoberResearch.com) is a leading provider of market intelligence, business news and regulatory information for the real estate, settlement services and mortgage origination industries. The company publishes a suite of premium newsletters which include: *The Title Report*, *The Legal Description*, *Valuation Review*, *Real Estate Technology News*, *RESPANews.com*, *Mortgage Law Central* and *Real Law Central*. Yearly subscriptions range in price from \$189 to \$625 a year.

To compliment their newsletters, **October Research** offers customized research studies and industry surveys. Interactive audio conferences, local seminars and national conferences are also offered, keeping key managers and executives in the real estate, settlement services and mortgage origination arena up to date on their specific industry sector.

The **Female Executives – October Research** reaches executive women who have *proven* their ability to pay for information, subscriptions, seminars, and products that will keep them well informed and ahead of their peers in their field of specialization.

They are a highly responsive, information hungry audience who demand a wide variety of products, services and information that will help them exceed at their work-related activities as well as their busy lifestyle off-hours as well. They are highly receptive to a wide variety of B-to-B and executive lifestyle direct mail offers.

USAGE SUGGESTIONS INCLUDE:

All Business-to-Business Offers, Women's Offers, B2B Catalogs, Conferences & Seminar Offers, Books, Magazine Subscriptions, Newsletters, Corporate Travel, Financial and Investment Offers, Informational Offers, Executive Self-Improvement Offers, Credit Card Offers, Laptop Offers, PDA & Mobile Computing Offers, PC Hardware & Software Offers, Executive Gift Items, and More!

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

Source Direct Response

Unit of Sale \$189 to \$625

Selections

Key Coding \$7/M
Geography \$10/M

Email Fulfillment \$75 Flat

Updated Monthly

Minimum Order 5,000 names

A sample mailing piece is required for List Owner approval. All rentals are for a one time usage only.

Re-uses must be cleared by the List Owner prior to mailing. All orders must be accompanied by a signed List Rental Agreement.

Orders cancelled before the mail date will incur a \$50 cancellation fee. Orders that are cancelled after processing will also incur a \$10/M run charge, selection charge, and shipping fee. Orders cancelled after the mail date must be paid in full.

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