

VectorVest Postal Masterfile

Investors who use a sophisticated system of stock analysis and portfolio management with a world renowned market timing system to make money in the stock market in any market condition

Updated Counts!

26,362	U.S. Actives	\$225/M ^(*)
195,253	Expires/Trials/Leads	\$155/M
25,381	Canadians	\$250/M
15,237	International	\$250/M

The **VectorVest Postal Masterfile** reaches active investors, stock traders and option traders. They rely on a powerful PC/Internet-based stock analysis and portfolio management system combined with a powerful timing system that tells them when to buy, what to buy and when to sell.

Mostly direct mail generated, users are sophisticated, PC-savvy traders who embrace the **VectorVest** trading system which, as a decision-support tool, guides them with their daily buy and sell decisions. **VectorVest** users are high-income, high net-worth individuals, with an average household income of \$227,000. Most are business professionals, and many users manage a significant portion of their portfolios using the **VectorVest** system. Buyers spend an average of \$645 yearly or more on the **VectorVest** system, add-on components, and training videos.

Products include *VectorVest US*, *VectorVest Canada*, *VectorVest Europe*, *VectorVest UK*, *VectorVest South Africa*, and *VectorVest Australia*, addressing global financial markets. In addition to the localized platforms, add-on software modules include: *ProTrader* – which provides extended technical analysis capabilities; *Options Analyzer* – which extends options trade analysis capabilities; *Simulator* – allowing users to backtest trade decisions; *AutoTester* – for quick and easy backtesting; and *Intraday Timing System* – for analyzing intraday market movement. The software is augmented with training videos, which includes a 5-CD set with over nine hours of instructional video, as well as a 4-CD set which covers beginner to advanced techniques for making money trading options.

The **VectorVest Postal Masterfile** reaches a consummate audience of stock traders, investors, and market movers. They use the **VectorVest** system in conjunction with high-end PCs (many with dual monitors) and high-speed Internet connectivity, fully embracing the system to guide their investment activities. They are highly responsive to a wide range of investment, upscale consumer, and home office offers.

USAGE SUGGESTIONS INCLUDE:

All Financial Offers, Investor Relations (IR) Offers, Conferences/Courses and Seminar Offers, Small Office/Home Office Offers, Executive Self-Improvement Offers, Executive Travel Offers, Books, Magazines, Newsletters, Upscale Consumer Offers, Credit Cards Offers, PC Software & Hardware, Portable Computing & Mobile Offers, Internet/Online Services and More!

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

Source Direct Mail & Internet

Unit of Sale \$645/Year

Selections

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

Women 22,360
Men 166,440

Business (4-line) 5,471
Home 216,144

Email \$65 Flat
Fulfillment

(*) **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. List Reciprocal Agreements are also required for all mailers (+\$25/M added to base price if no list is available). 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.

Usage

Agora
Flaherty Financial News
Optionetics
Traders Edge
Investor's Business Daily
Online Trading Academy
Vision Investing Group

Order Minimum 5,000

Rev 08.11.11
Names through July 2011

NCOA'd Aug 2011

