

# VectorVest Email Masterfile

Active Investors who are interested in, registered for a trial, and/or have subscribed to the VectorVest market timing system

MetaResponse Group®  
DIRECT & ONLINE MARKETING SOLUTIONS

## Updated Counts!

211,989 U.S. Investors \$125/M (\*)

The **VectorVest Email 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.

Individuals on this list 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.

Individuals have responded to offers online via **VectorVest's** direct mail marketing packages and/or online presence, including a free stock analysis: <http://bit.ly/vv-stockanalysis> or a free 5-week trial of the **VectorVest** system: <http://bit.ly/vv-trial>

The **VectorVest Email 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](mailto:ddubocq@metaresponse.com)).  
Visit us on the web at <http://www.metaresponse.com>.

Source Internet & Direct Mail

### Selections

HTML Setup \$150 Flat  
A/B Splits \$50 Flat for each split  
Suppression \$100/Flat

### Special Instructions

(\*) Pricing includes transmission

Allocate 3 working days for preparation, approval, and transmission of your message

A standard footer from VectorVest will be included within the approved E-mail message. Sender 'From' line will be from the approved mailer

HTML must include a text backup. All images are to be hosted by the approved mailer.

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

A cancellation fee of \$250 will apply for orders cancelled after testing

Order Minimum 25,000

Dynamically Updated

Rev. 08.11.11

