

# DIVIDEND SUPERSTARS - WEISS RESEARCH

Direct Mail Subscribers to a Newsletter on Income Investing with Dividend Stocks

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The **Dividend Superstars - Weiss Research** file is comprised of mostly *direct mail generated subscribers* who have paid for a monthly newsletter edited to help investors select dividend-paying stocks for maximum income and yield.

**Weiss Research** is a world-class publisher of newsletters, books, and reports that cover the trends and changes in the financial sectors of the U.S. economy. *All of the Weiss publications are written for active investors who seek clear and accurate information that will help drive their investment decisions.*

Subscribers to **Dividend Superstars** are investors who want to secure dividends from stocks as well as income from other investments like bonds. Dividend specialist Nilus Mattive provides action-oriented content in each issue to help subscribers earn the safest and richest dividends available today. The newsletter covers everything from well-known, blue chip companies that deliver steadily increasing dividends to under-the-radar stocks with yields from 8% to 16%. The newsletter occasionally features bonds, ETFs, and mutual funds as well as personal finance topics.

Three major investment styles are covered: Steady dividend payers for core income; stocks with dividends and big capital appreciation potential; and stocks that can deliver double-digit yields immediately.

As consumers, **Dividend Superstars** subscribers are educated, well-read upper middle to upper income individuals who are all active investors. They have all made direct mail subscription purchases with a major credit card. *They are responsive to a wide range of upscale consumer and financial direct mail offers.*

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