

Market Update 2009

FINANCIAL



ALC recommends high performance lists for the financial market based on proven mail order responsiveness. From keeping current on market news to managing online portfolios, these are blue chip responders to financial offers.

While some see doom and gloom during rough economic times, these investors, business news followers, and financial decision makers see opportunity. They're seeking financial advice, insurance, lines of credit, business and economic news, and investment opportunities.

As recessionary risk aversion abates, the responders on these files are ahead of the curve in capitalizing on market trends. In addition to their proven responsiveness to financial direct marketers, the vast majority are affluent consumers with discretionary income to spend and invest.

Our 2009 Financial Market Update features over 50 primary and secondary market lists with successful financial market usage as well as large response files enhanced with credit card, insurance, and investment interests.

Click the list names of the lists to view datacards. For more information, click the contact names to send email requests or call each contact at the direct dial telephone number. Visit www.alcdata.com to view all datacards.



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Primary Market Lists with Proven Continuation Usage

List	Count	Rate	Contact
Chief Executive Magazine	41,000	\$190/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Dow Jones – The Wall Street Journal	1,294,000	\$170/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Forbes Magazine	957,000	\$140/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Kiplinger Personal Finance	746,000	\$140/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
The Kiplinger Letter	130,000	\$150/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Kiplinger's Retirement Report	72,000	\$140/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Kiplinger Tax Letter	80,000	\$150/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
MH2 Consumers + Credit	223,000,000	\$85/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
PrecisionAlert Investment Subscribers	301,000	\$130/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Progressive Business Publications Masterfile	555,000	\$145/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Progressive Business Publications Financial Executive Masterfile	106,000	\$145/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Provell Credit and Opportunity Seekers	283,000	\$100/M +\$10/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Robb Report	50,000	\$225/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Rodale Whole Life Book/DVD Financial Book Buyers	38,000	\$100/M +\$6/M	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Small Business Times	106,000	\$115/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
SmartMoney Magazine	663,000	\$140/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
The Economist	455,000	\$145/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Wealth Window	12,557,000	\$80/M	Emily Briody – 609-580-2971 emily.briody@alc.com
Wealth Window Savvy Investors	2,215,000	\$80/M +\$15/M	Emily Briody – 609-580-2971 emily.briody@alc.com

Financial, Credit Card, Insurance Mailers Using ALC Lists Include:

- American Association of Individual Investors
- American Century Investments
- Ameritrade
- Boardroom Reports Bottom Line Wealth
- Consumers Union Money Advisor
- Dupree Mutual Funds
- Dow Theory Forecasts
- The Economist
- E*Trade
- Financial Times
- First Equity Card Corp.
- Forbes
- GE Capital
- Globe Life/Accident Insurance
- Intelligent Investor Report
- JP Morgan Chase
- Kiplinger Washington Editors Retirement Report
- Metlife Insurance Co.
- Money Magazine
- People's Benefit Insurance Co.
- Physician's Mutual Insurance
- Professional Investments
- Providian Financial
- Savings Bank Life Insurance
- Starmount Life Insurance
- United American Insurance
- U.S. Bank
- U.S. Money Reserve
- The Wall Street Journal

Click List Names to View Datasheets

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Other ALC lists successfully used by major financial, insurance, and credit card mailers:

List	Count	Rate	Contact
Accutrend New Business Source	2,751,000	\$85/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
ALC New Movers Direct	16,000,000	\$85/M	Emily Briody – 609-580-2971 emily.briody@alc.com
American Baby	1,571,000	\$110/M	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
American Diabetes Association	1,601,000	\$80/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
American Heritage	151,000	\$100/M	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
AMO Corporate Mega Masterfile	2,240,000	\$105/M	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Artistic Direct Corporate Masterfile	5,188,000	\$90/M	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Broderbund Direct	3,685,000	\$135/M	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
B2B Executive Masterfile	4,890,000	\$72/M	Brandon Zink – 609-580-2754 brandon.zink@alc.com
CDS Xpress Moves Masterfile	4,007,000	\$80/M	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
The Christian Science Monitor	52,000	\$105/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Foreign Affairs	89,000	\$135/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Frontgate	1,178,000	\$120/M	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Golfsmith	416,000	\$111/M	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Harry & David Business Buyers	176,000	\$105/M	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Market Force	3,100,000	\$85/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Milestones New Baby	16,123,000	\$85/M	Emily Briody – 609-580-2971 emily.briody@alc.com
Newshounds from Telecharge	346,000	\$95/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Northern Tool & Equipment Business Buyers	593,000	\$115/M	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Prevention	2,219,000	\$100/M Insurance Rate: \$75/M	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Rodale Whole Life Bookbuyers/DVD Masterfile	3,865,000	\$100/M Insurance Rate: \$75/M	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Rodale Whole Life US Enhanced Masterfile	7,811,000	\$100/M Insurance Rate: \$75/M	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Sportsman's Guide	1,134,000	\$105/M	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
The Wilson Quarterly	49,000	\$110/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com

The usage also includes major credit card companies, banks, investment firms, and insurance companies whose names can not be published.

[Click List Names to View Datacards](#)

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Enhanced Files

List	Count	Rate	Contact
American Diabetes Association Enhanced Masterfile			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Credit Card	384,000	\$80/M+\$16/M	
Financial/Investment	541,000	\$80/M+\$16/M	
Artistic Direct Corporate Enhanced Masterfile			Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
12 Month Financial/Investment	176,000	\$90/M+\$16/M	
chefs catalog Enhanced			Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
12 Month Financial/Investment	66,000	\$110/M+\$16/M	
Frontgate & grandinroad Enhanced Masterfile			Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Investment/Financial	145,000	\$120/M+\$12/M	
Hearst Masterfile			Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Insurance	1,327,000	\$105/M+\$15/M	
Investor	3,027,000	\$105/M+\$15/M	
Active Interest in Money	132,000	\$105/M+\$15/M	
Kalmbach Hobby Enthusiasts Masterfile			Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Credit Card Holders	103,000	\$90/M+\$21/M	
March of Dimes Enhanced Masterfile			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Credit Card	4,443,000	\$75/M+\$16/M	
Financial/Investment	1,775,000	\$75/M+\$16/M	
Reader's Digest Enhanced Megafile			Susan Packard – 609-580-2785 susan.packard@alc.com
Credit Card	1,118,000	\$100/M+\$12/M	
Investors	2,786,000	\$100/M+\$12/M	
Rodale Whole Life Enhanced Masterfile			Eric Friedman – 609-580-2708 eric.friedman@alc.com
Investment/Financial Group	2,788,000	\$100/M+\$16/M Insurance Rate: \$75/M	
The Territory Ahead/Isabella Bird Enhanced Masterfile			Susan Packard – 609-580-2785 susan.packard@alc.com
Financial/Investment	190,000	\$115/M+\$16/M	
US News & World Report Enhanced			Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Financial/Investment	298,000	\$105/M+\$16/M	
Weider History Group Enhanced Masterfile			Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Financial/Investment	110,000	\$105/M	
Yankee Magazine Enhanced Masterfile			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Credit Card	73,000	\$95/M+\$17/M	
Financial/Investment	108,000	\$95/M+\$17/M	

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with these proven lists.



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