

Market Update 2010

FINANCIAL



Financial markets are shifting and investors are getting back into the game. To access the players who can make an immediate impact on financial direct marketing campaigns, ALC recommends high performance lists based on proven mail order responsiveness.

A major indicator of increasing financial direct marketing activity is the increase in direct mail credit card offers. According to market research firm Mintel International, offer volume has shot up in the double and triple digits across the board among all the major bank card lending institutions.

Another indicator of growth in the financial markets is the thawing of the business credit freeze. Federal banking regulators are encouraging banks to make more small business loans, while the President urges congress to use bailout money for small business. Factor in the stimulus and the economy looks to be on the rebound with investors anxious to capitalize on it.

The financial market consumers and business executives identified on ALC's blue chip lists are actively purchasing financial products, publications, and services from direct marketers. In addition to having funds to invest, they also have discretionary money to spend.

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	Sample Continuations	Contact
Chief Executive Magazine	41,000	\$190/M	Chartis Private Client Group, Financial Times, Merrill Lynch	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Dow Jones – The Wall Street Journal	1,229,000	\$170/M	Ameritrade, The Economist, Forbes	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
The Economist	530,000	\$145/M	Ameriprise, Dow Theory Forecasts, E* Trade Securities	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Entrepreneur Magazine	1,023,000	\$120/M	Forbes, Fortune Magazine, SmartMoney	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Forbes Magazine	982,000	\$160/M	Dow Theory Forecasts, Investors Business Daily, Online Trading Academy	Susan Packard – 609-580-2785 susan.packard@alc.com
Forbes.com Registrants Email Addresses	481,000	\$300/M	New to ALC	Susan Packard – 609-580-2785 susan.packard@alc.com
The Kiplinger Letter	133,000	\$150/M	Dow Theory Forecasts, Forbes, The Wall Street Journal	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Kiplinger Personal Finance	708,000	\$140/M	American Association of Individual Investors, Online Trading Academy, The Wall Street Journal	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Kiplinger's Retirement Report	77,000	\$140/M	American Association of Individual Investors, Forbes, The Wall Street Journal	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Kiplinger Tax Letter	87,000	\$150/M	The Economist, Trusts & Estates, The Wall Street Journal	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
MH2 Consumers + Credit Investors	1,750,000	\$85/M	Boardroom, Conceco Direct, Ward's Credit	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
PrecisionAlert Investment Subscribers	301,000	\$130/M	American Institute for Economic Research, E*Trade Securities, Trend Magazine	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Progressive Business Publications Financial Executive Masterfile	67,000	\$145/M	401K Answer Book, Consumer Credit Guide, The Wall Street Journal	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Robb Report	50,000	\$225/M	Chartis Private Client Group, Financial Times, Forbes	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Rodale Whole Life Book/ DVD Financial Book Buyers	9,500	\$100/M +\$6/M	Consumer Reports-Money Advisor, Fischer Investments, Frank Cawood-Personal Finance for Seniors	Susan Packard – 609-580-2785 susan.packard@alc.com
SmartMoney Magazine	698,000	\$140/M	The Economist, Forbes, Investors Business Daily	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
US News & World Report	1,095,000	\$105/M	The Economist, Forbes, Henion & Walsh, Inc.	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Wealth Window Savvy Investors	2,653,000	\$87/M	Chartis Private Client Group, Elite Stock Market Advisory, Merrill Lynch	Emily Briody – 609-580-2971 emily.briody@alc.com

Other ALC lists successfully used by major financial, insurance, and credit card mailers whose names can not be published:

List	Count	Rate	Contact
Accutrend New Business Source	2,703,000	\$85/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
ALC B2B Executive Masterfile	7,600,000	\$76/M	Maryann Posten – 609-580-2978 maryann.posten@alc.com
American Baby	1,609,000	\$110/M	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com

Click List Names to View Datacards

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Other ALC lists successfully used by major financial, insurance, and credit card mailers whose names can not be published:

List	Count	Rate	Contact
American Diabetes Association	1,600,000	\$80/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
American Heritage	134,000	\$100/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
CDS Xpress Moves Masterfile	3,181,000	\$80/M	Sara Jones – 609-580-2539 sara.jones@alc.com
The Christian Science Monitor	52,000	\$105/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Edvisors College Student Network	1,015,000	\$95/M	Emily Briody – 609-580-2971 emily.briody@alc.com
Foreign Affairs	87,000	\$135/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Frontgate	1,200,000	\$120/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Harry & David Business Buyers	169,000	\$105/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Lapham's Quarterly	9,000	\$110/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
MarketForce New Business	3,100,000	\$85/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Men's Health	1,067,000	\$105/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Meredith Database Masterfile	15,600,000	\$105/M	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
Meredith PerfectMatch™ Modeling	45,000,000	\$105/M+\$25/M	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
Newshounds from Telecharge Theatre Ticket Buyers	346,000	\$95/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
North Shore Animal League Association	2,327,000	\$80/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Northern Tool & Equipment Business Buyers	528,000	\$115/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Parents	1,500,000	\$105/M	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
Progressive Business Publications Masterfile	511,000	\$145/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Reader's Digest Books & Home Entertainment Masterfile	1,700,000	\$100/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Rodale Whole Life US Masterfile	6,500,000	\$100/M	Susan Packard – 609-580-2785 susan.packard@alc.com
The Saturday Evening Post	343,000	\$100/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Wealth Window	8,716,000	\$80/M	Emily Briody – 609-580-2971 emily.briody@alc.com
The Wilson Quarterly	46,000	\$110/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com

Enhanced Files

List	Count	Rate	Contact
American Diabetes Association Enhanced Masterfile			Lisa Donzella – 914-524-5263
Credit Card	852,000	\$80/M+\$16/M	lisa.donzella@alc.com
Financial/Investment	581,000	\$80/M+\$16/M	
Artistic Direct Corporate Enhanced Masterfile			Bruce Kimmel – 914-524-5249
Financial/Investment	185,000	\$90/M+\$16/M	bruce.kimmel@alc.com
Barneys New York Enhanced			Sara Jones – 609-580-2539
Financial/Investing	97,000	\$120/M	sara.jones@alc.com
News & Financial	75,000	\$120/M	
Direct Checks Enhanced Masterfile			Danielle LaSala – 914-524-5235
Financial/Investing	2,300,000	\$90/M+\$16/M	danielle.lasala@alc.com
Frontgate & grandinroad Enhanced Masterfile			Bruce Kimmel – 914-524-5249
Investment/Financial	123,000	\$120/M +\$12.50/M+\$15/M	bruce.kimmel@alc.com
Habitat for Humanity Enhanced			Lisa Donzella – 914-524-5263
Credit Card	580,000	\$80/M+\$16/M	lisa.donzella@alc.com
Financial/Investing	368,000	\$80/M+\$16/M	
Hearst Masterfile			Michael Auriemma – 914-524-5238
Insurance	1,300,000	\$105/M+\$15/M	michael.auriemma@alc.com
Investor	2,400,000	\$105/M+\$15/M	
Active Interest in Money	143,000	\$105/M+\$15/M	
Kalmbach Hobby Enthusiasts Masterfile			Lisa Donzella – 914-524-5263
Credit Card Holders	310,000	\$90/M+\$21/M	lisa.donzella@alc.com
Kiplinger Enhanced Consumer Database			Lisa Donzella – 914-524-5263
	818,000	\$140/M	lisa.donzella@alc.com
Meredith Database Enhanced Selections			Coleen Rozzi – 609-580-2747
Financial Interest	3,500,000	\$105/M+\$16/M	coleen.rozzi@alc.com
North Shore Animal League Association Enhanced			Lisa Donzella – 914-524-5263
Financial/Investment	702,000	\$80/M+\$16/M	lisa.donzella@alc.com
Credit Card	999,000	\$80/M+\$16/M	
Outside Magazine Enhanced			Susan Packard – 609-580-2785
Financial/Investing	119,000	\$105/M+\$16/M	susan.packard@alc.com
Provell Proven Programs Enhanced Masterfile			Susan Packard – 609-580-2785
Finance/Investment	683,000	\$100/M+\$10/M	susan.packard@alc.com
Reader's Digest Enhanced Megafile			Susan Packard – 609-580-2785
Investors	2,786,000	\$100/M+\$12/M	susan.packard@alc.com
Rodale Whole Life US Masterfile Enhanced Selections			Susan Packard – 609-580-2785
Investment/Financial Group	2,542,000	\$100/M+\$16/M	susan.packard@alc.com
The Territory Ahead/Isabella Bird Enhanced Masterfile			Susan Packard – 609-580-2785
Financial/Investment	226,000	\$115/M+\$16/M	susan.packard@alc.com
Time Life Entertainment Enhanced Masterfile			Susan Packard – 609-580-2785
Financial/Investors	1,700,000	\$105/M+\$12/M	susan.packard@alc.com
US News & World Report Enhanced			Michael Auriemma – 914-524-5238
Financial/Investment	370,000	\$105/M+\$16/M	michael.auriemma@alc.com
Yankee Magazine Enhanced Masterfile			Lisa Donzella – 914-524-5263
Financial/Investment	109,000	\$95/M+\$17/M	lisa.donzella@alc.com

** Many of these lists have a special rate for financial/insurance/credit card mailers. Please inquire.

Let us provide your next Financial mailers
with these proven lists.



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