

Market Update 2011

FINANCIAL



U.S. blue-chip stocks recently mounted an eight-week climb as the Dow hit a 2½ year high in January 2011. ALC's high performance financial lists provide access to the investors, credit-worthy borrowers, and financial publication subscribers who are driving the market.

On top of the strengthening stock market, there is more good news to be optimistic about. The National Association for Business Economics said the hiring outlook for the next six months is at a 12-year high. U.S. companies say they are planning to hire more workers, and expect economic growth to pick up in the first months of 2011.

Plus, the dollar is rising over optimism for the U.S. economy. This good news bodes well for direct marketers in the financial sector as the economy is definitely on the rebound. Investors and borrowers are coming off the sidelines anxious to capitalize on it.

Millions of consumers and business executives on dozens of 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	Dow Jones & Co., Financial Times, Wharton Executive Education	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Dow Jones – The Wall Street Journal	1,247,000	\$170/M	The Economist, Forbes, Kiplinger-Personal Finance	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
The Economist	549,000	\$145/M	Ameritrade, Dow Jones & Co., Financial Times	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Entrepreneur Magazine	1,277,000	\$120/M	Forbes, Fortune Magazine, SmartMoney	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Forbes				
Forbes Magazine	878,000	\$140/M	The Economist, Financial Times, Investors Business Daily	Susan Packard – 609-580-2785 susan.packard@alc.com
Forbes Magazine Subscribers at Email Address	494,000	\$250/M	(New File)	Susan Packard – 609-580-2785 susan.packard@alc.com
Special Consumer Rate		\$100/M		
Forbes.com Registrants Email Addresses	244,000	\$250/M	(New to ALC)	Susan Packard – 609-580-2785 susan.packard@alc.com
Kiplinger Washington Editors				
Personal Finance	609,000	\$140/M	Ameritrade, The Economist, The Wall Street Journal	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
The Kiplinger Letter	127,000	\$150/M	Dow Theory Forecasts, Forbes, The Wall Street Journal	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Kiplinger's Retirement Report	80,000	\$140/M	American Association of Individual Investors, Forbes, The Wall Street Journal	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Kiplinger Tax Letter	92,000	\$150/M	The Economist, Trusts & Estates, The Wall Street Journal	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
MarketForce New Business	3,100,000	\$85/M	Intuit, Kiplinger Washington Editors, Trump Entrepreneur Initiative	Susan Packard – 609-580-2785 susan.packard@alc.com
Progressive Business Publications Financial Executive Masterfile	63,000	\$145/M	Aspen Publishers 401K Answer Book, Business & Legal Reports, The Wall Street Journal	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Provell Proven Programs Masterfile	4,808,000	\$100/M	Chartis Private Client Group, National Bankcard Applicants, Union Workers Credit Service	Megan Corigliano – 609-580-2731 megan.corigliano@alc.com
Reader's Digest Books & Home Entertainment Buyers	1,414,000	\$100/M	Blue Cross/Blue Shield NC, Chartis Private Client Group, Physicians Mutual Insurance	Susan Packard – 609-580-2785 susan.packard@alc.com
Robb Report	45,000	\$225/M	Financial Times, Forbes, The Wall Street Journal	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Rodale				
Prevention	1,819,000	\$100/M	Blue Cross/Blue Shield, Long Term Care Financial, The Regency Group	Susan Packard – 609-580-2785 susan.packard@alc.com
Rodale Whole Life US Masterfile	5,941,000	\$100/M	Blue Cross/Blue Shield, Frank Cawood Personal Finance for Seniors, The Regency Group	Susan Packard – 609-580-2785 susan.packard@alc.com
SmartMoney Magazine	724,000	\$140/M	Forbes, The Economist, Kiplinger's Personal Finance	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Sylmark Merchandise Buyers	4,675,000	\$90/M	Chartis Private Client Group, California State Automobile Insurance, First Premier Bank	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Telecharge Ticket Buyers	3,245,000	\$90/M	Dow Jones & Co., The Economist, Travel Guard International	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Wealth Window - Savvy Investors	5,349,000	\$95/M	Chartis Private Client Group, Elite Stock Market Advisory, Merrill Lynch	Emily Briody – 609-580-2971 emily.briody@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
Accutrend New Business Source	2,254,000	\$85/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
ALC B2B Executive Masterfile	8,258,000	\$76/M	Maryann Posten – 609-580-2978 maryann.posten@alc.com
American Diabetes Association	1,533,000	\$80/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
American Heritage	119,000	\$100/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Edvisors College Student Network	3,161,000	\$95/M	Emily Briody – 609-580-2971 emily.briody@alc.com
Foreign Affairs	54,000	\$135/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Frontgate	1,204,000	\$120/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Harry & David Business Buyers	128,000	\$105/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
MH2 Consumers + Credit Investors	1,750,000	\$85/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Northern Tool & Equipment Business Buyers	514,000	\$115/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
North Shore Animal League America	1,910,000	\$90/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Progressive Business Publications Masterfile	490,000	\$145/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Rodale Whole Life Health and Well-Being Masterfile	6,108,000	\$100/M+\$11/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Wealth Window	14,407,000	\$80/M	Emily Briody – 609-580-2971 emily.briody@alc.com

Enhanced Files

List	Count	Rate	Contact
Alloy Parent Catalog Buyers Credit Card Holders	9,224,000	\$95/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
American Diabetes Association Enhanced Masterfile Credit Card Holders Financial/Investment	856,000 578,000	\$80/M+\$16/M \$80/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
AMO Corporate Mega-Masterfile Credit Card Holders Finance/Investing	610,000 338,000	\$105/M+\$16/M \$105/M+\$16/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Artistic Direct Corporate Enhanced Masterfile Credit Card Finance	320,000 178,000	\$95/M+\$16/M \$95/M+\$16/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Barneys New York Enhanced Financial/Investing	143,000	\$120/M+\$16/M	Megan Corigliano – 609-580-2731 megan.corigliano@alc.com
Children's Cancer Research Fund Enhanced Finance/Investing	110,000	\$80/M+\$11/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

Enhanced Files

List	Count	Rate	Contact
Direct Checks Enhanced Masterfile Financial/Investing	2,541,000	\$90/M+\$16/M	Danielle LaSala – 914-524-5235 danielle.lasala@alc.com
Eckler's Auto Enthusiasts Masterfile Enhanced Credit Card Holders Investing/Finance	66,000 33,000	\$100/M+\$16/M \$100/M+\$16/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Entrepreneur Enhanced Credit Card Financial/Investing	390,000 238,000	\$120/M+\$12/M \$120/M+\$12/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Frontgate & grandinroad Enhanced Masterfile Investment/Financial	121,000	\$120/M+15/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Golfsmith Corporate Enhanced Masterfile News/Finance Magazine Interest	78,000	\$105/M+\$17/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Habitat for Humanity Enhanced Credit Card Financial/Investing	571,000 353,000	\$80/M+\$16/M \$80/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Hearst Masterfile Insurance Investor Active Interest in Money	922,000 2,007,000 109,000	\$105/M+\$15/M \$105/M+\$15/M \$105/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
JC Whitney Enhanced Database Finance/Investing	135,000	\$100/M+\$16/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
J&P Cycles Enhanced Masterfile Investing	62,000	\$100/M+\$16/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Kalmbach Hobby Enthusiasts Masterfile Credit Card Holders	310,000	\$100/M+\$21/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
North Shore Animal League America Enhanced Credit Card Financial/Investment	1,097,000 771,000	\$90/M+\$16/M \$90/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Provell Proven Programs Enhanced Masterfile Finance/Investment	683,000	\$100/M+\$10/M	Megan Corigliano – 609-580-2731 megan.corigliano@alc.com
Reader's Digest Enhanced Megafile Credit Card Holders Investors	1,118,000 2,782,000	\$100/M+\$12/M \$100/M+\$12/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Rodale Whole Life US Masterfile Enhanced Selections Investment/Financial Group	2,222,000	\$100/M+\$16/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Sportsman's Guide Enhanced Masterfile Finance/Investing	320,000	\$100/M+\$16/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Time Life Entertainment Enhanced Masterfile Financial/Investors	281,000	\$105/M+\$12/M	Susan Packard – 609-580-2785 susan.packard@alc.com
TV Guide Magazine Enhanced Subscribers Investing/Collectors	632,000	\$105/M+\$18/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Yankee Magazine Enhanced Masterfile Credit Card Financial/Investment	307,000 181,000	\$100/M+\$17/M \$100/M+\$17/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

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