

AAIL ACTIVE PAID MEMBERS (American Association of Individual Investors)

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135,362	Active Paid Members	\$195/M
	Non-Financial/Consumer Offers	\$110/M
	Fundraiser Rate	\$85/M

73,612	12 Month New Members & Renewals	\$210/M
61,750	Long Term Members (3+ Years)	\$205/M

21,945	2009 Expires	\$150/M
42,527	2008 Expires	\$145/M
32,609	2007 Expires	\$140/M

DMA PANDERS REMOVED

AAIL, the leading investor educational association, provides its dues paying members with the tools, data and guidance they need to pursue higher investment returns. The American Association of Individual Investors was founded in 1978.

AAIL Membership includes 10 issues of the AAIL Journal, model stock and mutual fund portfolios, local chapter meetings, a year-end tax strategy guide, annual mutual fund book and access to the AAIL website.

Our members are interested in investment newsletters, software, computers and anything related to the overall management of wealth.

AAIL member profile:

- Average Age 63
- 92% Male
- Average annual income - \$127,803
- Average investment portfolio value - \$1,394,616
- 85% use their computer for investment analysis

Please note:

Sample mailing piece required for approval. Orders cancelled prior to mail date are subject to a \$100 cancellation fee plus selection, transmission and running charges. Orders cancelled after mail date are payable in full.

Contact Jeff Sutton for additional information.
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Visit our website @ www.msilist.com
Orders can be e-mailed to: orders@msilist.com

Continuation Usage: Alzheimers Assn., American City Business Journals, American Red Cross, Bottom Line Personal, Business Week, Cato Institute, The Complete Investor, Conde' Nast Portfolio, Consumer Checkbook, Consumer Reports Money Advisor, Dow Jones-Barron's, The Economist, Financial Times, Forbes Magazine, Hearst-SmartMoney, Horizon Publishing-Dow Theory Forecasts, Hulbert Financial Digest, International Investment Conferences, KCI-Personal Finance, Kiplinger Letter, Kiplinger's Retirement Report, Leeb Income Performance Letter, Money Magazine, Morningstar-Stocks 500, Morningstar-Fund Investor, Morningstar-Practical Finance, Morningstar-Dividend Investor, Morningstar-ETF Investor, Morningstar-Annuals, Morningstar-Growth Investor, Morningstar- Stock Investor, National Taxpayers Union, NYU Finance Letter, Optionetics, The Prudent Speculator, Salvation Army, TD Ameritrade, Value Line

Date: July 13, 2009
(names through June 2009)

Next Update: January 2010
(names will be through Dec. 2009)

Minimum Order: 5,000

Source: 98% Direct Mail

Unit of Sale:
\$29-\$49 Membership fee-per year

Addressing:
E-mail \$50/F
FTP \$50/F

Selections:
State/SCF/Zip \$5/M
Keying \$2/M

Delivery: Allow five working days
from approval of order.

*Reciprocal rental may be required.

*Previous orders may be omitted up
to 6 months after original order date.

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