



## American Financial Book Buyers

The American Financial book buyers have purchased books on business, investment, stocks, financials and more. This Financial Book Buyers list contains highly responsive mail order and online buyers who are serious about reading. These dedicated consumers enjoy Money and Investor books and they take pleasure in reading to keep informed on Investment strategies and current financial events. These bookworms are perfect for a variety of financial offers.

These financial book buyers are interested in their family's financial health. They want to increase their family's financial health. They have paid an average \$67 for their financial book buys.

### Recommended Usage:

Financial Offers, Business Magazines, Business Trades, Stock and Investment Books, Investment Newsletters, Financial Seminars, Education, Conferences, Subscriptions, Books, Magazines, Telecommunications, Gifts, Credit Cards, Online Services, Seminars, Fundraising, Catalog Offers, sweepstakes, credit cards, family & home publications and investment offers, and more.

### Past Usage:

Barron's Magazine, Sun Trust Bank, thinkorswim, Fisher Investments, Bank of America, Chase Bank, ADM Financial, Wachovia, State Farm Insurance, City Financial, Smith Barney, Morgan Stanley, Aflac, Experian, Office Depot, Disney Corporation, TransUnion, Forbes, and more.

**Universe: 176,857 Postal  
176,532 Email**

### Pricing Per Thousand:

Postal - \$90/M (NCOA)  
Email - \$90/M (opt-in)  
Monthly Hotline - \$20.00/M  
SMS Text Messaging and Email - \$200/M  
Minimum order \$2,500  
Additional hotline price 20 CPM

### Selects:

AGE	\$5.00/M
AGE RANGE	\$5.00/M
COUNTRY	\$5.00/M
DATE OF BIRTH	\$5.00/M
GENDER/SEX	\$5.00/M
GEO SELECT	\$5.00/M
POSTAL CODE	\$5.00/M
REGIONAL	\$5.00/M
SCF	\$5.00/M
STATE	\$5.00/M
ZIP	\$5.00/M

**Monthly updates:** Yes

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