

Fidelity Independent Adviser Newsletter RAL

(Mutual Fund Investors Newsletter Ride-Along)

<p style="text-align: center;">600,000 Annually in 2010 \$65.00/M</p> <p>Reach mutual fund investors across the U.S. by riding along with the monthly Fidelity Independent Adviser newsletter, published by Don Dion. Don has established a solid reputation in the financial money management and mutual funds arenas. Using proprietary computer models combined with his personal knowledge and experience, he has developed a sophisticated rating system that provides mutual fund investors with buy, hold, and sell recommendations on well over 500 mutual funds in a variety of industry and growth sectors.</p> <p>This combined program reaches investors who have subscribed to Fidelity Independent Adviser, ETF Report/Retirement Income Guide.</p> <p>Demographics: 80% are men; median HH income is \$80,000; median age is 48 years old; 68% attended college; 66% hold professional/managerial positions. 85% computer users. Average net worth is \$600,000.</p> <p>Up to six inserts are nested in an envelope together with the newsletter, assuring participants of high visibility in this eagerly-awaited mailing.</p> <p><i>MAX/MIN SIZE: 6 x 9.5 Env: Max: 5-1/2 x 8-1/2 Min: 3-1/2 x 5-1/2</i></p> <p><i>MAXIMUM WEIGHT: .25 oz (Overweight charges will apply to inserts above this weight)</i></p> <p><i>MATERIALS DUE:</i> Two weeks prior to the first of the month.</p> <p>Package Counts by Month:</p> <table style="width: 100%; border: none;"> <tr> <td>January</td> <td style="text-align: center;">50,000</td> <td>July</td> <td style="text-align: center;">50,000</td> </tr> <tr> <td>February</td> <td style="text-align: center;">50,000</td> <td>August</td> <td style="text-align: center;">50,000</td> </tr> <tr> <td>March</td> <td style="text-align: center;">50,000</td> <td>September</td> <td style="text-align: center;">50,000</td> </tr> <tr> <td>April</td> <td style="text-align: center;">50,000</td> <td>October</td> <td style="text-align: center;">60,000</td> </tr> <tr> <td>May</td> <td style="text-align: center;">50,000</td> <td>November</td> <td style="text-align: center;">50,000</td> </tr> <tr> <td>June</td> <td style="text-align: center;">50,000</td> <td>December</td> <td style="text-align: center;">50,000</td> </tr> </table>	January	50,000	July	50,000	February	50,000	August	50,000	March	50,000	September	50,000	April	50,000	October	60,000	May	50,000	November	50,000	June	50,000	December	50,000	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">UNIT OF SALE</td> </tr> <tr> <td style="text-align: center;">Subscription \$99 per year</td> </tr> <tr> <td style="text-align: center;">GENDER</td> </tr> <tr> <td style="text-align: center;">80% - Men See demographics at left.</td> </tr> <tr> <td style="text-align: center;">SOURCE</td> </tr> <tr> <td style="text-align: center;">100% direct mail</td> </tr> <tr> <td style="text-align: center;">MINIMUM ORDER</td> </tr> <tr> <td style="text-align: center;">25,000</td> </tr> <tr> <td style="text-align: center;">CONTACT</td> </tr> <tr> <td style="text-align: center;">Christie Langdon 607-734-4862</td> </tr> <tr> <td style="text-align: center;">SAMPLE INSERT PIECE REQUIRED FOR CLEARANCE</td> </tr> </table>	UNIT OF SALE	Subscription \$99 per year	GENDER	80% - Men See demographics at left.	SOURCE	100% direct mail	MINIMUM ORDER	25,000	CONTACT	Christie Langdon 607-734-4862	SAMPLE INSERT PIECE REQUIRED FOR CLEARANCE
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