

IBC 24

10,805 Total Contacts \$300/M
 10,432 US Contacts \$300/M

-----DATE-----
 01/30/2012 UPDATED
 01/31/2012 CONFIRMED

PRICES ARE IN US FUNDS

-----UNIT OF SALE-----
 \$500-\$2,500 US

The Informa Financial Masterfile combines the subscribers to the prestigious iMoneyNet publications such as **Money Fund Report™**, along with IBC USA Conferences' delegates and prospects from **Money Fund Forum** and **MMX®** (Money Market Expo), making it the most comprehensive money market mutual fund list on the market today. These top-level decision makers are the movers and shakers of the money fund industry, making them perfect for your targeted direct marketing campaigns.

-----GENDER-----
 % N/A
 CANNOT SELECT

-----MEDIA-----
 100% DIRECT RESPONSE

-----DELIVERY-----
 \$15/F DISKETTE
 \$10/F EMAIL FILE

-----SELECTIONS-----
 \$40/M BUYERS ONLY
 \$15/M GEO SELECT
 \$15/M RECENCY
 N/C NTH NAME
 N/C KEY CODING UP TO 7 DIGITS
 N/C A/B SPLIT

Individually the conference and publishing portions of this file alone are perfectly tailored for mailers trying to reach the money fund market, but combined it represents the best way to target this small but powerful portion of the financial industry.

-----MINIMUM ORDER-----
 3,000

---LIST OWNER/MANAGER---

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