



## Investors Database

**TOTAL RECORDS:** 31,615,211

**BASE PRICE:** Ask Your Rep Today!

Cobalt Media provides you with more than just data. Our lists are constantly updating ensuring a wide selection of prospects. With 31 million records in our Investors Database, our clients are sure to find a vast number of recipients ready to receive their message.

Cobalt Media's Investors File includes consumers who make investments and persistently search for opportunities to further invest and gain profitable returns. These consumers are self-reported investors who have opted in via permission-based websites to receive information, news, and offers on new investment prospects.

These affluent consumers are go getters and they are focused on their financial goals. These investors are motivated to keep up with the latest trends in the investment market. These consumers are great prospects for bonds, stocks, mutual funds, precious metals, real-estate, commodities, business investment opportunities, and any service that can help them keep up with investment trends.

Additional information has been added to make this a responsive, revenue-generating list. Please see below for examples on our demographic selections.

### Demographic Selections:

- Home Owners
- Age/Date of Birth
- Gender
- Special Hobbies
- Telephone Numbers
- Renters
- Voting Behavior
- Presence of Children
- Credit Card Holder
- And Many Others
- Zip Code/City/State
- Income
- Presence of (Dog/Cat)
- Investors
- Household Income
- Martial Status
- Ethnicity
- Net Worth

### Additional Consumer Selects:

- Apparel
- Computers
- Sporting equipment
- High Ticket buyers
- Outdoor/Gardening
- Books & Music
- Crafts/Sewing
- Gourmet Food
- Housekeeping
- Outdoor/Recreation
- Automobiles
- Electronics
- Gourmet Wine
- Kitchen/Décor
- Pet supplies
- Children's Items
- Entertainment
- Health/Fitness
- Magazines
- Photography

### SELECTIONS:

- 3 Month Hotline: ..... \$10/M
- Geography: ..... \$5/M
- Investment Type: ..... \$5/M
- Income: ..... \$5/M
- Net Worth: ..... \$5/M
- Age: ..... \$5/M
- Gender: ..... \$5/M
- Martial Status: ..... \$5/M
- Mail Order Buyer: ..... \$5/M
- Magazine Subscriber: ..... \$5/M
- Donor: ..... \$5/M
- Ethnicity: ..... \$5/M
- Religion: ..... \$5/M
- Book Buyer: ..... \$5/M
- Homeowner: ..... \$5/M
- Length of Residence: ..... \$5/M
- Presence of Children: ..... \$5/M
- Age of Child Present: ..... \$5/M
- Telephones: ..... \$25/M

### UPDATE CYCLE:

Quarterly, NCOA and ECOA is done on output of order.