

LIST DATA

IOMA

401(k) Plan Management Executives

COUNT—15,494

TELEMARKETING—13,550

EMAIL—9,700

Subscribers are benefits managers, pension plan managers, human resource/personnel managers and controllers whose responsibilities include the management of their company's 401(k) plans. This list is 60% female.

IOMA's Report on Managing 401(k) Plans provides subscribers with explanation and guidance, and the tools, techniques, and strategies for practical and effective 401(k) Plan management.

Subscribers pay \$399 each year to receive this monthly newsletter.

Excellent prospects for reference books, investment news and products, 401(k) service vendors, publications, seminars, insurance, office supplies, software, and more.

This list can be combined with other IOMA files: Human Resource, Benefits, Compensation, and Payroll.

Source: Direct Response
100% business address
Updated quarterly
List includes subscribers, recent expires, and trials

Terms

Base Rate—\$160/m
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FOR MORE INFORMATION

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