

**LIST DATA**

**IOMA**

**Financial Advisory Professionals**

COUNT—38,731  
TELEMARKETING—33,958  
EMAIL—25,400

These top IOMA professionals work at CPA firms, law firms, banks, investment companies, as well as major corporations. They are responsible for advising clients and colleagues on financial matters such as investments, tax laws, retirement planning, tax shelters.

This list is a database of IOMA publications. Included are subscribers to: *Partner's Report—the Monthly Update for CPA Firm Owners*; *Partner's Report—the Monthly Brief for Law Firm Owners* as well as top financial managers. This list is 55% male. Subscribers to these newsletters pay an average of \$450 per year.

**Financial Advisory Professionals** is an excellent list for reaching top income, high-powered executives.

**Excellent prospects** for investment information, financial services and seminars, software, and high-ticket consumer items.

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

**Terms**

Base Rate—\$150/m  
Employee Size—\$15/m  
Phones—\$75/m  
Gender—\$10/m  
State/SCF—\$10/m  
Max per Site—\$5/m  
Key Code—\$3/m  
Diskette—\$50  
Email—\$50

Email Base Rate—\$400/m  
(includes transmission, tracking & list selections)  
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**FOR MORE INFORMATION**

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