

# Reaching active and affluent Investors

The  
*Sophisticated*  
Investor



Media Kit 2007

# Mission Statement

## Mission

Many successful money managers began their careers as investment newsletter writers. These mavericks used their letters to finely tune investment disciplines that would have been shunned on Wall Street.

They went directly to the investment public with their ideas and built portfolios for themselves and their readers. Investing gurus such as Martin Zweig, Charles Allmon, James Oberweis and many others successfully applied their investment strategies and documented them in their investment newsletters. Some of the most successful firms in the financial industry were founded by former investment newsletter writers, such as Charles Schwab.

The Sophisticated Investor is for the veteran investor who appreciates the many points of view offered by investment newsletters. Since 1966, I have been selling subscriptions of investment newsletters to well over 1,000,000 sophisticated investors from the individual to the institution. I have had the unique opportunity to watch some of these small investment advisors go from rags to riches. As president and founder of Select Information Exchange I had the pleasure of working with advisors using every conceivable investment philosophy, theme, or vehicle. Some of the most popular investment vehicles today were conceived by investment newsletter writers. From technical analysis to fundamental or sector plays from precious metals, to bio-tech there are newsletters dedicated to their analysis and reporting. All the investment vehicles such as options, mutual funds, bonds, reits, etc. are examined by experienced specialists who mostly write independent investment letters on those specific topics. The Sophisticated Investor will expose readers to writers from the best investment newsletters. Our whole staff at Select Information Exchange will continually use the relationships we have established with hundreds of investment newsletters to bring opportunities, smart money trends and valuable advice to our savvy readers.



“The Sophisticated Investor will expose readers to what I consider to be the best investment newsletters that I have read in my many decades of experience.”

# About Us

## Company Background

Select Information Exchange (SIE) is the country's leading financial newsletter subscription company, providing readers with a full range of investment advisories including The Oberweis Report, Carlton Lutts', The Cabot Market Letter and the Dick Davis Digest.

Founded in 1966, Select Information Exchange is the nation's oldest and largest financial newsletter subscription company, carrying over 200 titles with topics ranging from mutual funds to options to high tech stocks. Our services have been advertised in numerous financial publications including Investor's Business Daily, Barron's and The Wall Street Journal. Our unique Select Trial Plan which allows investors to sample newsletters on a trial basis has been recommended by investment articles printed in leading publications including Money Magazine, Business Week, Better Homes & Gardens, Town & Country, Medical World News, Medical Economics, and Dental Management. Over the years, SIE has developed over the years a comprehensive data base of marketletter subscribers (over 1,000,000 records). This data has been used for branding and messaging purposes by the majority of financial news companies. The Sophisticated Investor Magazine is the newest product offered by SIE for the financial industry to reach their target markets, brand their products and services and maximize their marketing budget with efficient and versatile marketing packages offered by The Sophisticated Investor sales team.



“Since 1966, SIE (Select Information Exchange) has sold trial subscriptions to investment newsletters to over 1 million active and savvy investors.”

# Rate Card

## Rate Card

We offer a variety of advertising space to accommodate your needs and budgets. Please ask your account representative for more information on inserts, specialty sponsorships and frequency discounts.

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| <b>1/2 page horizontal</b>       | 10.25     | 5.96       | \$3375 | \$2700 |
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| <b>1/2 page vertical</b>         | 5.125     | 11.92      | \$2950 | \$2380 |
| <b>1/4 page</b>                  | 5.125     | 5.96       | \$1800 | \$1420 |
| <b>1/8 page vertical</b>         | 2.562     | 5.96       | \$1050 | \$825  |
| <b>1/8 page horizontal</b>       | 5.125     | 2.98       | \$1050 | \$825  |



“U.S. oil production peaked in 1971 and has been decreasing ever since.”

# Editorial Calendar

## Editorial Calendar

Using our relationships with over two hundred investment newsletter analysts, The Sophisticated Investor offers a diverse group of experts on almost every investing genre.

Real Estate, ETFs, International, Alternative Investments, Commodities, Currencies, and much, much more. Featuring one on one interviews with some of the best performing investment newsletter analysts as well as timely stories on specific investment topics, The Sophisticated Investor aims to reach the broad interests of its savvy readership.

### Winter 2007 Investing Superstars

What Best Performing Investment Newsletters are recommending for 2007.  
(Deadline for advertising submissions January 27<sup>th</sup> 2007)

### Spring 2007 Investment Trusts

In-Depth coverage of Canadian Investment Trusts and which are the most recommended by our panel of best performing investment newsletter analysts.  
(Deadline for advertising submissions March 16<sup>th</sup> 2007)

### Summer 2007 ETFs

Interviews with the top ETF analysts, what they are recommending and why.  
(Deadline for advertising submissions May 27<sup>th</sup> 2007)

### Fall 2007 TIMBER!!!

Why farmland and timberland are the best hedges against the stock market.  
(Deadline for advertising submissions August 16<sup>th</sup> 2007)

Note: Publisher reserves the right to make changes to the editorial calendar if necessary.



“Industrial applications accounted for 47% of silver demand in 2005.”

# Reader Profile

## Reader Profile

Reaching 30,000 active investors The Sophisticated Investor offers marketers a highly targeted audience for many products and services in the financial industry such as corporate communications, trading software, mutual funds, brokerage firms, investing books and seminars and other high net worth products and/or services.

Average Household Income: ..... **\$187,000**  
Average Net Worth: ..... **\$1,200 000**  
Age Range: ..... **25-75**  
Median Age: ..... **47**  
Gender: ..... **75% male / 25% female**



“Small stocks outperform large cap stocks by 30:1.”