



# FINANCIALLY FIT

Helping You with Your Personal Finance Every Week

## BROKERADVISER.COM'S

Investors Hungry for Sound Investment Advice

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\$110/M (\*)

The *BrokerAdviser.com's Financially Fit* list is comprised of new and experienced investors who are actively researching online brokerage firms. They are eager to receive sound financial advice, and are poised to respond as such.

*BrokerAdviser's Financially Fit* is a free weekly email newsletter focused on all issues related to personal finance including selecting an online broker, maintaining a balanced portfolio, retirement planning, and understanding different investment strategies.

*BrokerAdviser's Financially Fit* is geared towards the entry level investor who is beginning to seek out investment advice and online brokerage services. They are looking for services which simplify the investment process, and make clear the appropriate paths to take towards a rewarding financial future.

Subscribers have downloaded a free annual publication which investigates the top online investment houses, and makes recommendations to readers, based upon categorized lists of investor needs. The newsletter was launched in June 2006, and all names have been generated since then.

The *Broker Adviser.com's Financially Fit* list targets active, PC-savvy stock investors who demand information, products, and services that will help them make informed decisions on their self-directed stock portfolios. *They are receptive to a wide range of financial, technology, and upscale direct mail offers.*

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