



True Wealth

1,060	Hotline	\$250/M
20,590	Active Subscribers	\$200/M
101,103	Expires	\$145/M

True Wealth is lead by lead editor and analyst Brett Eversole.

Brett's investment philosophy in *True Wealth* is simple: Buy assets of great value when no one else wants them... and sell them when others will pay any price.

Over the last two decades, this simple approach has revealed unusual opportunities you simply won't hear about anywhere else – including timber, rare coins, and government "tax certificates."

True Wealth subscribers have had the opportunity to make outstanding gains in Hong Kong stocks (31%)... farmland (49%)... Texas oil and gas royalties (165%)... and in "virtual banks" (37%), to name a few.

That's because the *True Wealth* strategy is all about contrarian investing.

Most investors make the mistake of following the crowd. By the time they rush in, the big money has already been made. Worse, a lot of folks take on more risk than they should – and sometimes, unfortunately, far more risk than they realize.

But doing things differently doesn't have to be complicated. In *True Wealth*, Brett takes a top-down investment approach...

His first goal is spotting big macro trends in the market. These are the kinds of inescapable tailwinds you want as an investor. From there, he looks for opportunities based on valuation and overall market sentiment. Lastly, he always waits for momentum to be in his favor.

With this strategy, Brett and his team can find unloved, off-the beaten-path investment ideas... before almost anyone else is talking about them. If you get in early, investments that meet Brett's criteria have the potential to make fantastic gains – with extremely low risk.

True Wealth is one of the top five financial newsletters in the world. It provides safe investment opportunities for subscribers regardless of market conditions. It's proprietary market timing system combined with the portfolio allocation model gives the investment-minded individuals the information they need to make sound, profit making investments in both Bull and Bear markets.

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Last Update:
April 2024

Names through:
February 2024

Minimum Order:
5,000

Source:
Internet and Direct Mail

Update Frequency:
Quarterly

Average Unit of Sale:
\$49.00

Selections:

State/SCF/Zip	\$5.00/M
Gender	\$5.00/M
DMS Subscribers	\$10.00/M
Lead Generation	\$100.00/M
Low Price Point	\$50.00/M
Non-Reciprocal	\$75.00/M

Media:
E-Mail/FTP \$60.00/F

Complete sample with response device and signed list rental agreement required.

All rentals are for a one-time usage only.

Net Name Policy:
Gross Billing Only

Cancellation Policy:
Cancellations will incur a \$100/F fee, plus \$10/M running charges and shipping costs.

Delivery:
3-5 Business Days

* Reciprocity rental required