



## Retirement Millionaire

14,200      Active Subscribers      \$200/M  
12,000      Expires      \$145/M

This list will have wide appeal to direct mailers targeting the lucrative and expansive 55+ crowd who want to enjoy a rich and rewarding lifestyle. From insight into the market's safest investments to personal tips on how to buy extraordinary wine and fly first-class at a discount, *Retirement Millionaire* covers a wide range of cultural, health, and financial topics.

Dr. David Eifrig Jr., MD, MBA, is the perfect editor for a unique advisory letter like *Retirement Millionaire*. He started his career trading derivatives at Goldman Sachs for more than a decade. In 1995, he decided to switch careers and left Wall Street to become a medical doctor. Now he's doing what he loves best... advising others on improving their health, managing their money, and how to enjoy a prosperous retirement.

Since 2008, Doc has shared these ideas with his readers of his monthly research service, *Retirement Millionaire*. "Doc" (as we call him) will show you how to invest without worrying about money again.

**NameBank International** is a full-service list brokerage and management company based in Baltimore, Maryland. Since its inception in 1980, NameBank International has provided valuable services in the consumer list industry. We are an experienced company who will work directly with you to generate new customers for your products and services using advanced list research tools. We specialize in consumer finance and health lists.

**TO PLACE AN ORDER OR FOR LIST RECOMMENDATIONS,**  
**PLEASE CONTACT:** Christina Olson; [lists@namebank.com](mailto:lists@namebank.com)

**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 \$100/F fee, plus \$10/M running charges and shipping costs.

**Delivery:**  
3-5 Business Days

**\* Reciprocity required**

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