

*Copywriter: Mark Spector*



**APMEX<sup>®</sup>**

*Investments You Hold<sup>™</sup>*

# The voice of APMEX...

- ❖ Positions APMEX as an island of trust in an industry flooded with fly-by-nights and scaremongers
- ❖ Finds USPs (Unique Selling Propositions) for thousands of parity bullion and semi-collectible products
- ❖ Educates financial advisors and high-net worth individuals about investing in physical gold
- ❖ Finds fresh angles for hundreds of price promotions a year
- ❖ Does it all in an environment that combines the challenges of retail and e-commerce with the volatility of financial markets

Positions *APMEX*  
as an island of trust in an  
industry flooded with  
fly-by-nights and scaremongers

**APMEX<sup>®</sup>**

*Investments You Hold<sup>™</sup>*



*Honesty May Be More Precious Than  
Gold & Silver, But It Shouldn't Be As Rare.*

*Thousands of products presented with clarity and simplicity. Customer service representatives that answer your questions the same way. Prices that don't go up after you lock the order. At APMEX, we know that all the Gold & Silver in our vaults can't buy a good name. We earn it one transaction, one satisfied customer at a time. Visit [www.APMEX.com/HardAssets](http://www.APMEX.com/HardAssets) or Call 888.518.7606.*

**APMEX<sup>®</sup>**

*Investments You Hold<sup>™</sup>*

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TRAVEL THE WORLD  
WITH  
**APMEX**

20 Countries, 5 Continents, 1 Booth.

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5 SILVER SHARK  
COINS**

Enter at our booth.

**APMEX**

*Investments You Hold*



**A TROPHY IN THEMSELVES.**

You don't have to win the tournament to earn trophy investments like these. Just call APMEX. We sell the highest quality precious metals with a level of service that sets the industry standard. You'll come away with an investment that has a 4,000-year history of protecting and preserving wealth. And looks great in a showcase.

**Call 800.375.9006**

Speak with Brandi Brundidge at ext. 343 or Damon Stell at ext. 230 to find out more.

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*Investments You Hold*

SELL FAST.  
**GET PAID  
FAST.**



Just call APMEX. We make markets in more than 10,000 products and we're always buying. You can lock a competitive price in minutes. And as a dealer, you qualify for Dealers First<sup>SM</sup>. We verify your shipment the day it comes in and release payment the next business day.\*  
**As you can see, selling to APMEX isn't just fast. It's easy.**

Call our wholesale trading department now at **888.518.7605**.

**APMEX**

*Investments You Hold*

\*Shipment must arrive by 1 p.m. CT for next day payment. Otherwise it will be released the following business day.

225 Dean A. McGee Avenue  
Oklahoma City, OK 73102  
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Finds USPs  
(Unique Selling Propositions)  
for thousands of parity bullion  
and semi-collectible products

1 oz Gold South African Krugerrand

**Still Popular After  
ALL THESE YEARS**

**BUY NOW**

«« **THE WILD** »»  
**WILD PROOF**

2014 Proof Gold Buffalos

**PRE-ORDER NOW**

**BRITAIN'S NEWEST  
Thoroughbred**

— 2014 Royal Mint —  
Silver & Gold Lunar Horses

**BUY NOW**

The All-American  
**INVESTMENT**

2014 1 oz Gold American Eagles

**BUY NOW**



**TAKE A LITTLE LIBERTY**

CREDIT SUISSE GRAM GOLD BARS  
1 gram - 20 grams

[SHOP NOW](#)

**PORTFOLIO BUILDING BLOCKS**  
Stackable APMEX Kilo Silver Bars

[BUY NOW](#)

Own A Rare Piece of **History**

CARSON CITY  
UNCIRCULATED SILVER DOLLAR  
1893CC PCCS M943 \$1  
GSA Round  
MINTED BY THE UNITED STATES MINT

CARSON CITY  
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MINTED BY THE UNITED STATES MINT

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GSA Morgan Silver Dollars  
Unique Carson City Mint Mark

**SNAP THEM UP!**

New from Perth Mint  
2014 1 oz Silver Australian Saltwater Crocodile

[PRE-ORDER NOW](#)

# The Maine Attraction

Brand New **AMERICA THE BEAUTIFUL COIN**



2012 5 oz Silver Acadia National Park, Maine  
Pre-Order For Shipping by August 10

**PRE-ORDER**



# ARCH OF STONE

*Silver*

Arches National Park  
2014 5 oz Silver America The Beautiful Coin

**PRE-ORDER NOW**

# THE Long & Winding WONDER

Discover the Newest 2014  
5 oz America The Beautiful Silver Coin  
Shenandoah National Park

**BUY NOW**

**NOW IN STOCK!**



Collect Every State

LATEST RELEASE  
IN THE AMERICA THE BEAUTIFUL SERIES  
**NOW EXPLODING**  
ONTO THE MARKET

2012 5 oz Silver Hawai'i Volcanoes National Park

**PRE-ORDER**





3 inch diam  
5 ounces  
.999 fine Silver



[www.youtube.com/watch?v=8jXm4zNNP-w](http://www.youtube.com/watch?v=8jXm4zNNP-w)

## America The Beautiful Silver Bullion Coins Video

### Patriotic Music Throughout

In every state of the union and in every American territory, there are experiences that personify this great land.

The family road trip to the Grand Canyon.

The honored remembrance of Gettysburg.

The profound majesty of Mount Rushmore.

Each national park and historic site embodies a deep connection to the story of our nation.

And to capture these uniquely American experiences, there's a coin collection like no other:

*the 5 ounce America The Beautiful Silver Bullion Coin Series.*

The very size, weight and luster of these coins are themselves uniquely American.

Once completed, the series will reflect an experience from every U.S. state, territory and the District of Columbia — many have already sold out.

APMEX invites you to experience one of the largest selections of coins from this popular series anywhere.

We proudly offer many hard-to-come-by editions, including rare First Strike and proof coins — some graded perfect SP-70 by PCGS.

To safeguard these investment experiences, APMEX also stocks supplies for storage, including custom wood display boxes, manufactured exclusively for this series.

The 5 oz Silver America the beautiful coins.

Start collecting your experiences today.

APMEX. Investments you hold.

Educates financial advisors  
and high-net-worth  
individuals about  
investing in physical gold

# There's nothing like THE REAL THING.

Gold stocks and ETFs may be convenient for short-term positions, but pure physical Gold is wealth in its most real form. Every society on Earth values it. Passing it to future generations is as easy as passing it from one hand to another.

At APMEX, we bring ETF convenience to physical Gold. Our buy and sell prices are as transparent as any market maker's. And through an exclusive partnership with Brinks, you can store any Gold you buy from us for less than most ETFs charge in expenses.



For more information, call a VIP representative at **877.225.8900** or visit us at **APMEX.com/Forbes**.  
You'll see that for real Gold, APMEX is the real deal.

**APMEX**<sup>®</sup>

*Investments You Hold<sup>™</sup>*

An advertisement for APMEX. It features a gold coin with the Liberty Bell design on the left. To the right, the text reads: "YOUR IRA IS A PORTFOLIO BALANCE IT WITH GOLD &amp; SILVER FREE SHIPPING". Below this, there is a "SHOP NOW" button and the APMEX logo.

## Magazine Ad Body Copy

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At APMEX, we bring ETF convenience to physical Gold. Our buy and sell prices are as transparent as any market maker's. And through an exclusive partnership with Brinks, you can store any physical Gold you buy from us for less than most ETFs charge in expenses.

For more information, call a VIP representative at **877.225.8900** or visit us at **APMEX.com/Forbes**. You'll see that for real Gold, APMEX, is the real deal.

## THE PRECIOUS METALS GUIDE: Investment Insights and Services



### THE SOLID CASE FOR HOLDING PHYSICAL GOLD & SILVER

There are many reasons why some of your clients should hold a portion of assets in physical Precious Metals. And the reasons are more rational than conventional wisdom would have you believe.

#### *Gold & Silver can be important components of a diversified portfolio*

The recent Great Recession of 2008 revealed just how ineffective traditional diversification strategies can be under stress. Not only did stocks and bonds fall, the so-called "alternative investments" meant to protect the portfolio—hedge funds, real estate—fell hard too. Meanwhile, investors who had Gold in their portfolios saw it carry returns through the downturn.

#### *History of low correlation to traditional assets*

Gold is a non-correlated asset your clients may take position in effectively. In fact, a ten-year study of Gold's performance, in a variety of financial and macroeconomic environments, found virtually zero correlation to U.S. equities and Treasury bills, and a very low correlation to government and corporate bonds, world equities, and REITs. Even among other basic commodities, only Silver showed any correlation to Gold.<sup>1</sup>

In many long-term periods, Gold's correlation to the S&P 500 proved to be lower than that of alternative investments like real estate and even oil.

#### INVESTING IN PRECIOUS METALS PRODUCTS

### ABOUT INVESTMENT BULLION

If you buy Gold, Silver, Platinum or Palladium for the Precious Metal content, you're probably buying bullion. While the Troy ounce size is most common, investors can also find pieces from just 1 gram to as large as 1,000 ounces.

### Composition of Investment Bullion

Every investment bullion product is marked with its content and purity.

**Troy oz:** The standard of measurement for Precious Metal bullion, 1 Troy oz equals 1.097 kitchen ounces.

**Fine:** Refers to the purity of the Precious Metal. A coin or bar that's .999 fine will be 99.9% Precious Metal. One that's .9999 fine will be 99.99% Precious Metal.

The weight that's stamped on a product is the actual Precious Metal content. So, a 1 oz product may weigh slightly more than 1 oz, the extra weight being the other metals used in smelting and fabricating.



### Pricing Investment Bullion

On most pages of the APMEX website, you'll find spot prices for the featured Precious Metal. Global markets determine spot prices. You'll see two numbers here.

**Bid:** The price global markets are willing to pay for 1 Troy ounce of metal in its unfabricated form.

**Ask:** The price global markets are willing to sell 1 Troy ounce of metal in its unfabricated form.

Spot prices change many times in a day and APMEX updates them in real time. Nobody buys Precious Metals at the actual spot price. The actual purchase price includes the...

**Premium:** An additional cost above spot to cover manufacturing, distribution and marketing costs. Numismatic (collectible) coins may have an additional premium based on scarcity, quality, demand and intangible factors.

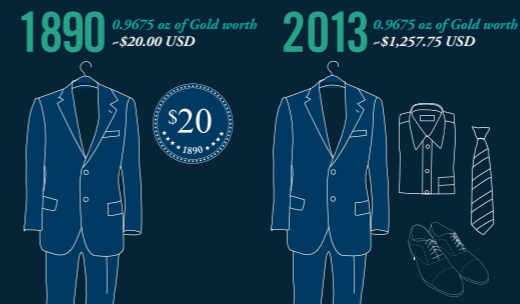
So when you're on the APMEX website and you see \$3.49 per coin over spot, that means the coin is priced at the Ask price for the actual weight of the coin, plus a premium of \$3.49.

### *Gold has been an effective hedge against inflation*

While money supplies and GDPs expand with government policies, the world supply of Gold is relatively finite. That's why the relative purchasing power of Gold has typically increased or remained stable in times of inflation.

#### Gentlemen Wear Gold<sup>3</sup>

In the 1800s a \$20 Gold coin (which contains 0.9675 ounce of pure Gold) would buy a nice gentleman's suit. In 2013, with the price of Gold at \$1,300 per ounce, you could also get a very nice gentleman's suit, plus a pair of shoes, a shirt, and a tie to match.



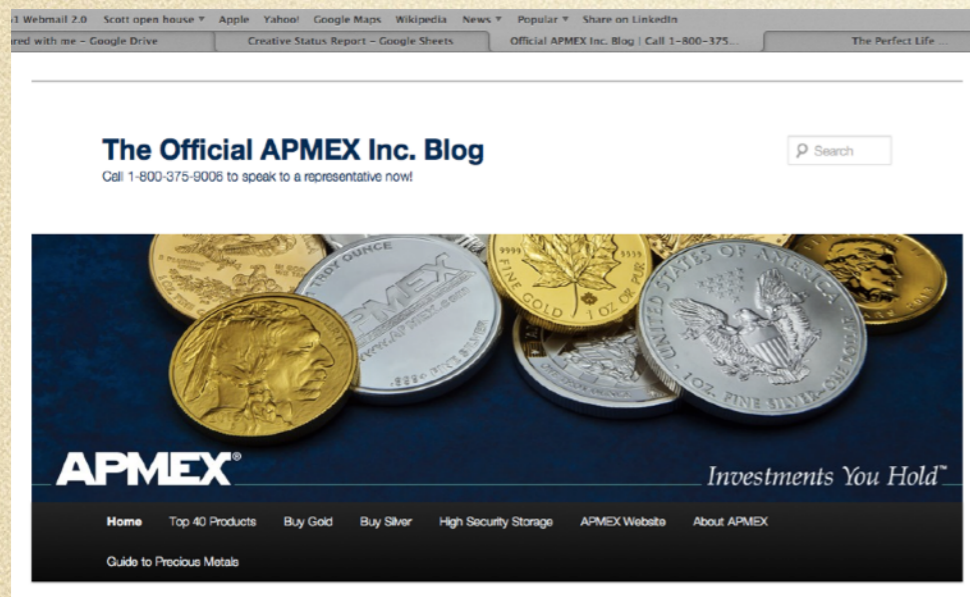
<sup>3</sup>Precious Metals prices are subject to vary.

## 5 things you never want to do to Gold and Silver.

Gold and Silver may last forever. But coins, bars, rounds and jewelry require special care to preserve their value. Here are some tips.

- **Don't touch or talk over a coin:** Fingerprints can be almost impossible to remove. Always wear gloves when you handle coins, preferably of soft cotton. And don't talk in a coin's direction. Subtle, indiscernible drops of saliva can land on a coin and turn into smudge marks over time.
- **Don't take a certified coin out of its slab:** Grading services like PCGS and NGC seal coins in tamper-evident slabs to protect them and certify their authenticity and condition. Once the seal is broken, the certification is lost and the value of the coin is reduced.
- **Don't try to authenticate a product yourself:** We've seen coins, rounds and bars lose value when people drill into or pour chemicals on them. Always ask a professional to help you authenticate. Or better yet, buy from a reputable dealer whose products need no authentication.
- **Don't clean your coins:** Improper cleaning can turn a valuable rare coin into a \$25 silver ingot. Collectors prefer coins that show the deep coloration of age over those whose surfaces have been stripped away.
- **Don't swim wearing Gold Jewelry:** Chlorine breaks down the alloys in 14K and 18K Gold jewelry, weakening prongs and ring shanks. Chlorine bleach can destroy 14K Gold in 24 hours. Note: that the 24K found in most APMEX products is impervious to almost every chemical, but is generally too soft and pliable for everyday jewelry.

Do you have any ideas for protecting your Gold and Silver? Share them in the comments section below.



Finds fresh angles for hundreds  
of price promotions a year



# PRICED TO *Perth-fect*

1 oz Perth Mint Gold Bar

\$**24**<sup>99</sup>  
per bar  
over spot  
Any Quantity

**BUY NOW**



Until 4/30 Midnight (ET)

# EAGLES PRICED TO FLY

1 oz Gold American Eagles  
(Random Year)

\$**44**<sup>99</sup>  
per coin  
over spot  
Any Quantity

**BUY NOW**



3 DAYS ONLY

## An Ounce of Gold. A Ton Of Savings.

1 oz PAMP SUISSE GOLD BAR

AS LOW AS  
\$**19**<sup>99</sup>  
per bar  
over spot

**BUY NOW**



## WELL-ORCHESTRATED SAVINGS

\$**29**<sup>99</sup>  
per coin  
over spot  
Any Quantity

**BUY NOW**

1 oz Gold Austrian Philharmonic (Random Year)



## Beauty and the **BEAST**

2014 1 oz Gold  
American Eagles and Buffalos

AS LOW AS  
\$**57**<sup>99</sup>  
per coin  
over spot

**BUY NOW**





# NOT FOR THE TIMID

2013 Silver Canadian 1/4 oz Wolf Coin

**\$22<sup>49</sup>**  
per coin

Any Quantity

**BUY NOW**



**SOLD OUT AT THE MINT**

Until 6/26 Midnight (ET)

# Fill Your Trunk

2014 1 oz SOMALIAN SILVER ELEPHANT COIN



**\$2<sup>99</sup>**  
per coin  
over spot

Any Quantity

**BUY NOW**



# Add a Beauty to Your Stable

2014 Tokelau 1 oz Silver Year of The Horse Coin

**\$4<sup>99</sup>**  
per coin  
over spot

Any Quantity

**BUY NOW**



Mintage of only 250,000



**3-DAY  
PRICE  
STAMPEDE**

1 oz Silver Buffalo Round

As Low As  
**99¢**  
per round  
over spot

**BUY NOW**

Until 5/15 Midnight (ET)

# It's a BIG Deal

100 oz Perth Mint Silver Bars

**79¢**  
per ounce  
over spot

Any Quantity

**BUY NOW**



Does it all in an environment  
that combines the challenges of  
retail and e-commerce with the  
volatility of financial markets

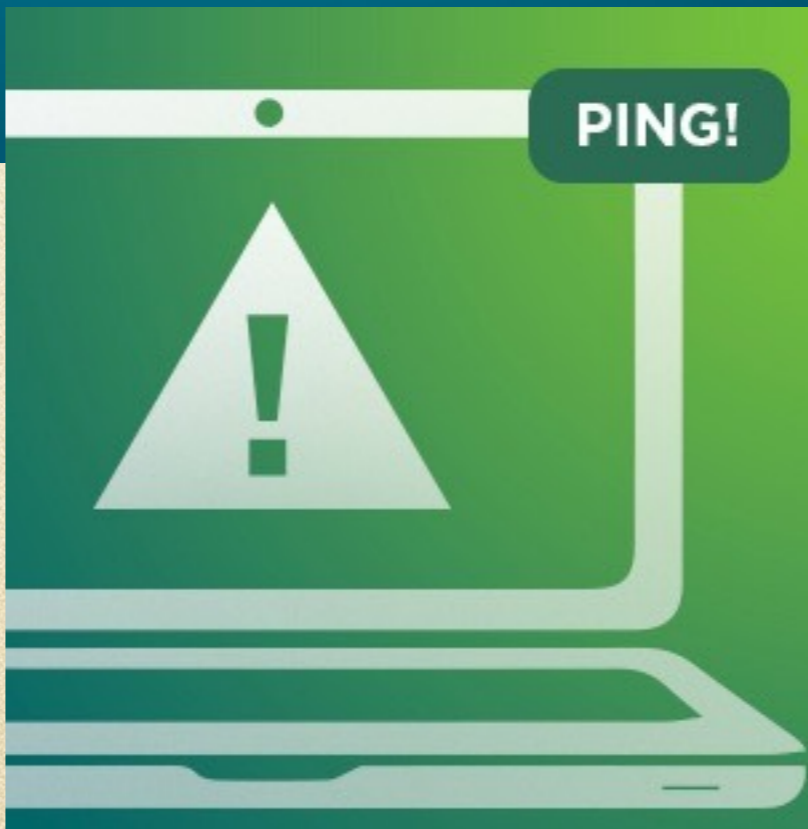


**PING!**

# **GOLD** *has hit your* **TARGET PRICE**

Market Alerts lets you know

**SIGN UP NOW**



**PING!**

# *your* **PRODUCT** *is back* **IN STOCK**

AlertMe<sup>SM</sup> lets you know

**SIGN UP NOW**

Dear <<Customer Name>>,

So the U.S. Government shut down has begun.

Will it last a day? A week? A month? And what happens when the debt ceiling hits its limit in a couple of weeks?

You don't have to take sides in the debates to see the risks this adds to the investment climate. Or how these risks can hang over the market for years. Your stocks and bonds may be especially vulnerable.

**Consider these facts about hedging risks with Gold and Silver.**

During the last financial crisis, Gold and stock prices moved in opposite directions. When stocks bottomed in 2008 – 2009, Gold soared. And it continued to rise through much of the recovery.

If a diversified portfolio had been just 10% invested in Gold in January 2008, that Gold would have produced 45% of the portfolio's total return by December 2010.

And while Gold and Silver prices may be down at the moment, this story has yet to fully unfold. This may be a huge buying opportunity.

**The Gold hedge has worked through many market ups and downs.**

In the 12-year period from 2000 to 2012, Gold outperformed Oil, Real Estate and the S&P 500. In fact, stocks increased 17% from 2000 to today; Gold increased over 300%.

And now it looks like Washington is brewing another crisis of confidence, creating more risk for stocks and bonds.

At APMEX we have thousands of Gold & Silver bullion products in stock and ready to ship to protect your portfolio from risk. [Here's our Top 40.](#)

Regardless of how you feel about the debate in Washington, the risk to your portfolio is undeniable. We urge you to hedge with Gold & Silver today.

Sincerely,

Michael Haynes

President, APMEX

# Mark Spector...

“...is a seasoned A-list creative professional.”

“...gets his head around any topic and produces snappy headlines or long-text copy or anything in between.”

“...brings a high level of passionate engagement to every assignment he takes on.

“...was born a creative director; spend five seconds with him and you'll leave with five million-dollar ideas.”

“...is one of the most effective advertising copywriters and creative managers I've ever worked with.”

**Thank you**



**Mark Spector**

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