

Copywriter: Mark Spector



APMEX[®]

Investments You Hold[™]

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[®]

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*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 AP MEX, 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 or Call 888.518.7606.

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COINS**

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

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

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Finds USPs
(Unique Selling Propositions)
for thousands of parity bullion
and semi-collectible products

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ALL THESE YEARS**

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WILD PROOF

2014 Proof Gold Buffalos

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**BRITAIN'S NEWEST
Thoroughbred**

— 2014 Royal Mint —
Silver & Gold Lunar Horses

BUY NOW

The All-American
INVESTMENT

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CREDIT SUISSE GRAM GOLD BARS
1 gram - 20 grams

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Weight: 2 g Gold 999.9 VALCAMBI S.A. Certified assayer. Balerna (Switzerland)

Weight: 1 g Gold 999.9 VALCAMBI S.A. Certified assayer. Balerna (Switzerland)

PORTFOLIO BUILDING BLOCKS

Stackable APMEX Kilo Silver Bars

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APMEX
999 FINE SILVER - 1 KILO GRAM

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CARSON CITY
UNCIRCULATED SILVER DOLLAR
1893CC PCCS M93 \$1
GSA Round
MINTED BY THE UNITED STATES MINT

CARSON CITY
UNCIRCULATED
FINE SILVER
MINTED BY THE UNITED STATES MINT

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GSA Morgan Silver Dollars
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AUSTRALIAN SALTWATER CROCODILE
2014 1 OZ 999 SILVER

New from Perth Mint
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2012 5 oz Silver Acadia National Park, Maine
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2014 5 oz Silver America The Beautiful Coin

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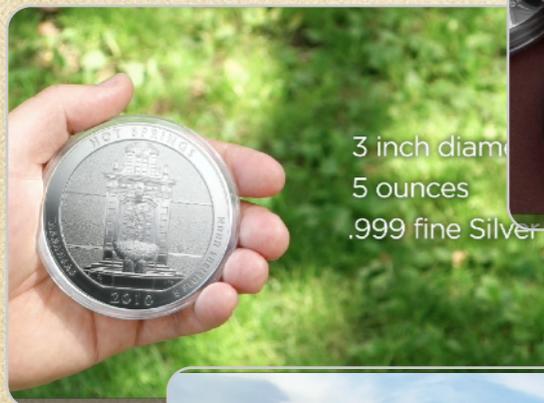
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IN THE AMERICA THE BEAUTIFUL SERIES
NOW EXPLODING
ONTO THE MARKET

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

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.

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Investments You Hold[™]

A graphic for an APMEX advertisement. 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 & SILVER**". Below this, a white banner says "FREE SHIPPING". At the bottom left is an orange "SHOP NOW" button, and at the bottom right is the "APMEX[®]" logo.

YOUR IRA IS A
PORTFOLIO
BALANCE IT WITH
GOLD & SILVER

FREE SHIPPING

SHOP NOW

APMEX[®]

Magazine Ad Body Copy

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 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.¹

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 Gold³

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.



³Precious 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.

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of price promotions a year

PRICED TO *Perth-fectio*n

1 oz Perth Mint Gold Bar

\$**24**⁹⁹
per bar
over spot
Any Quantity

BUY NOW



THE PERTH MINT
AUSTRALIA

CertiCard® SECURITY CASE

Until 4/30 Midnight (ET)

EAGLES PRICED TO FLY

1 oz Gold American Eagles
(Random Year)

\$**44**⁹⁹
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**⁹⁹
per bar
over spot

BUY NOW



WELL-ORCHESTRATED SAVINGS

\$**29**⁹⁹
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**⁹⁹
per coin
over spot

BUY NOW





NOT FOR THE TIMID

2013 Silver Canadian 1/4 oz Wolf Coin

\$22⁴⁹
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



\$2⁹⁹
per coin
over spot
Any Quantity

BUY NOW



Add a Beauty to Your Stable

2014 Tokelau 1 oz Silver Year of The Horse Coin

\$4⁹⁹
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**

AlertMeSM 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.”

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Thank you



Mark Spector

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