

ALWAYS DIETING!

27,000 8/08 DIETERS \$90/M
216,000 2008 DIETERS \$90/M
324,000 2007 DIETERS \$90/M
324,000 2006 DIETERS \$90/M

SUMMARY: MEN AND WOMEN HAVE RESPONDED TO AN ONLINE SURVEY AND HAVE INDICATED THEY ARE TRYING TO LOSE WEIGHT ON A DIET OR WEIGHT LOSS PROGRAM. THESE WEIGHT LOSS CONSCIOUS INDIVIDUALS ARE A PERFECT AUDIENCE FOR ALL DIET AND HEALTH OFFERS AS WELL AS MAGAZINES, NEWSLETTERS, GENERAL MERCHANDISE, INSURANCE AND MORE!

DEMOGRAPHICS: 55% FEMALE
45% MALE
AGE 40+
AVG INCOME \$30,000

SOURCE: ONLINE SURVEYS

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

ALWAYDIETM

SEPTEMBER 2008

MATERIAL:
E-MAIL \$60/F

SELECTIONS:
STATE/SCF \$7/M
ZIP \$7/M
SEX \$7/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000