

**AMERICAN HEALTH AND FITNESS NETWORK**

---

12,000 7/04-12/04 MEMBERS \$85/M  
110,000 NETWORK MEMBERS \$80/M

SUMMARY: NETWORK IS DEDICATED TO PROVIDING YOUNG PROFESSIONALS WITH INFORMATION ON HEALTH AND FITNESS PROGRAMS AND PRODUCTS. IT WAS FORMED BY A NETWORK OF EXECUTIVES LOOKING TO GAIN MORE INFORMATION AND ACCESS FITNESS AND HEALTH PRODUCTS. THE NETWORK PROVIDES A WEALTH OF EXPERIENCE, RESEARCH AND RECOMMENDATIONS FOR PRODUCTS AND SERVICES.

THIS LIST CONTAINS CONSUMERS WHO HAVE KEY PROFESSIONAL AND BUSINESS OCCUPATIONS AND HAVE A HIGH EARNING POWER. THEY HAVE A DESIRE TO BE HEALTHY AND FIT. THE AVERAGE AGE IS BETWEEN 30-48 AND THE FILE IS 100% AT HOME ADDRESS. THE AMERICAN HEALTH AND FITNESS NETWORK IS GENERATED VIA DIRECT MAIL, SPACE ADS AND THE INTERNET. IT PROVIDES AN EXCELLENT AUDIENCE FOR ALL HEALTH & FITNESS OFFERS, SPORT & OUTDOOR MAGAZINES, FINANCIAL OFFERS CREDIT CARDS, GIFT CATALOGS, COMPUTER HARDWARE/SOFTWARE, INSURANCE, SEMINARS, OFFICE SUPPLIES AND MORE!!

DEMOGRAPHICS: 100% MALE

SOURCE: 25% DIRECT MAIL  
25% SPACE ADS  
50% INTERNET

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.

**AMERHLTHM**

---

DECEMBER 2004

MATERIAL:

E-MAIL \$50.00/F

SELECTIONS:

STATE/SCF \$6/M

ZIP \$6/M

RECIPROCAL SELECT  
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000