

BY THE PLANET

*****NEW LIST*****

12,000 2ND QTR 06 BUYERS \$110/M
14,000 1ST QTR 06 BUYERS \$110/M
42,000 2005 BUYERS \$100/M

SUMMARY: BY THE PLANET HAS EVERYTHING MEN AND WOMEN ARE LOOKING TO LIVE A HEALTHY AND NATURAL LIFESTYLE. THEY ARE A LEADING SOURCE OF PREMIUM NATURAL PRODUCTS, MANY OF WHICH ARE CREATED "BY THE PLANET". THEY OFFER A WIDE VARIETY OF PRODUCTS INCLUDING VITAMINS & SUPPLEMENTS, BEAUTY CARE, AROMATHERAPY, CHINESE MEDICINES, ORGANIC COFFEE & TEAS, CLEANSING, HOMEOPATHY, BOOKS AND TAPES.

DEMOGRAPHICS: 55% FEMALE
AVG AGE 40

AVG UNIT/SALE: \$48

SOURCE: 100% 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.

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SEPTEMBER 2006

MATERIAL:
E-MAIL \$50/F

SELECTIONS:
STATE/SCF \$6/M

ZIP \$6/M

SEX \$6/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000