

CAIRNHILL DIET

2,000 4TH QTR 2004 BUYERS \$100/M
15,000 2004 BUYERS \$100/M
31,000 2003 BUYERS \$100/M
21,000 2002 BUYERS \$100/M

SUMMARY: BUYERS OF DIET PLANS INCLUDING CASSIANA
DIET, EQUIBA DIET AND FRANCOIS LEROY DIET.

DEMOGRAPHICS: 90% FEMALE

AVG UNIT/SALE: \$19.95-\$59.95

SOURCE: 100% DIRECT MAIL

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.

CAIRNM

APRIL 2005

MATERIAL:

E-MAIL \$50/F

SELECTIONS:

STATE/SCF \$6/M

ZIP \$6/M

SPLIT \$6/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000