

CARB BUSTER

22,000 7/08 BUYERS \$100/M
158,000 2008 BUYERS \$100/M
276,000 2007 BUYERS \$100/M
367,000 2006 BUYERS \$100/M
TELEMARKETING \$220/M

SUMMARY: THESE HIGHLY MOTIVATED LOW CARB DIETERS
SPICE UP THEIR MEALS WITH A VARIETY OF CARB BUSTING
PRODUCTS RANGING FROM SHAKES & MEAL BARS TO
BAKING PRODUCTS. THE LOW CARB LIFESTYLE IS ALSO
FORTIFIED WITH LOW CARB SUPPLEMENTS INCLUDING:
DIETARY SUPPLEMENTS, DIGESTIVE ENZYME AIDES, HEART
HEALTH SUPPLEMENTS AND MORE.

THESE CARB BUSTERS ARE PRIME CANDIDATES FOR ANY LOW
CARB LIFESTYLE OFFER, HEALTH OFFERS, INSURANCE AND
MORE.

DEMOGRAPHICS: 75% FEMALE
25% MALE
AGE RANGE 35-45
INCOME \$35M-\$55M

AVG UNIT/SALE: \$29-\$99

SOURCE: DIRECT MAIL/TELEMARKETING/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.

CARBUSTM

AUGUST 2008

MATERIAL :
E-MAIL \$60/F

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

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000