

DE-AGE ANTI-AGING HEALTH BUYERS

16,000 1ST QTR 2011 BUYERS \$125/M
74,000 2010 BUYERS \$120/M
99,000 2009 BUYERS \$120/M
68,000 2008 BUYERS \$120/M
81,000 2007 BUYERS \$120/M
50,000 2006 BUYERS \$100/M
21,000 2005 BUYERS \$100/M
PHONE NUMBERS \$250/M

SUMMARY: SEARCHING FOR YOUTHFUL LOOKS WITHOUT SURGERY & SYRINGES BUYERS HAVE TAKEN ADVANTAGE OF DE-AGE'S INCREDIBLE FORMULA TO FIGHT WRINKLES, STAY YOUNG AND HEALTHY.

THESE RESPONSIVE BUYERS ARE HIGHLY RECOMMENDED FOR ANY COSMETIC, ANTI-AGING OR HEALTH RELATED OFFER.

DEMOGRAPHICS: MOSTLY FEMALE

AVG UNIT/SALE: \$35-\$45

SOURCE: 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.

DEAGEM

APRIL 2011

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