

DIET POWER

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

96,000 8/05 RESPONDENTS \$85/M

SUMMARY: MEN AND WOMEN HAVE INDICATED ON A DIRECT RESPONSE SURVEY THAT THEY ARE INTERESTED IN LOSING WEIGHT. ADDITIONALLY, THEY HAVE RESPONDED THAT THEY HAVE MADE PURCHASES THROUGH THE MAIL.

DEMOGRAPHICS: 39% MALE
39% FEMALE
22% UNKNOWN
AGE 35-55
INCOME AVG \$40M

SOURCE: DIRECT RESPONSE

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.

DIETPOWERM

SEPTEMBER 2005

MATERIAL:
E-MAIL \$50.00/F

SELECTIONS:
STATE/SCF \$6/M

ZIP \$6/M

SEX \$6/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000