

HEALTH AND DIET BUYERS POWERBASE

3,624,000 HEALTH & DIET BUYERS \$80/M
FUNDRAISING CHARGE \$65/M

SUMMARY: COUNTRY MARKETING LTD. HAS CREATED THE HEALTH AND DIET BUYERS POWERBASE, A SUPER RESPONSIVE DATABASE COMPRISED OF OLDER NAMES FROM SOME OF THE MOST SUCCESSFUL MARKETERS TODAY. EVERY WOMAN AND MAN ON THE POWERBASE IS A HEALTH AND/OR DIET BUYER.

IT HAS BEEN OUR EXPERIENCE THAT "OLDER" NAMES DO WORK. PREVIOUS CML HEALTH DATABASES WERE VERY SUCCESSFUL, AND SHOWED MAILERS THAT THE SHELF LIFE OF OLDER DIET AND HEALTH BUYERS CAN BE AN IMPORTANT PART OF A MAILING PROGRAM! IN THIS DAY OF SHRINKING LIST UNIVERSES, THE POWERBASE IS A "MUST" TEST FILE! THE LIST HAS BEEN NCOA'D AND OVERLAYED WITH A WEALTH OF SELECTABLE DATA INCLUDING:

DIET 1,712M + \$7/M
HEALTH 1,912M + \$7/M
MULTI BUYERS 430M +\$10/M

EXACT AGE

25-34 184M
35-44 371M
45-54 528M
55-64 450M
65-74 312M
75+ 340M

RELIGIOUS

CATHOLIC 681M
PROTESTANT 1,503M
JEWISH 69M

INCOME

UNDER \$24,999 193M
\$25,000-\$49,999 361M
\$50,000-\$74,999 223M
\$75,000-\$99,999 116M
\$100,000-\$149,999 108M
\$150,000+ 36M

ETHNIC

AFRICAN AMER 201M
HISPANIC 179M

PRESCENCE OF CHILDREN BY AGE

0-2 94M
3-5 162M
6-10 223M
11-15 283M
16-17 226M

DWELLING TYPE

SFDU 1,847M
MFDU 612M

LENGTH OF RESIDENCE

0-6 MO 68M
7-12 MO 68M
1-2 YRS 158M
3-10 YRS 1,268M
11+ YRS 1,320M

HLTHDIETM

JANUARY 2006

MATERIAL:

E-MAIL \$60/F

SELECTIONS:

STATE/SCF \$7/M

ZIP \$7/M

SEX \$7/M

SPLIT \$7/M

INTEREST \$10/M

DEMOGRAPHICS \$10/M

SAMPLE REQUIRED

MINIMUM: 5,000

HOME VALUE

UNDER \$50,000	3,135M
\$50,000-\$99,999	223M
\$100,000-\$199,000	298M
\$200,000-\$499,000	111M
\$500,000-\$999,000	8M

PRESENCE OF CREDIT CARDS

BANK CARD	1,232M
NO CARDS	67M

INTERESTS - SELF REPORTED

WILDLIFE/ENVIRONMENT ISSUES	50M
WINES	42M
VEGETARIAN	28M
PHYSICAL FITNESS/EXERCISE	93M
STOCK/BOND INVESTMENTS	57M
MUTUAL FUNDS INVESTOR	71M
PLEASURE COOKING	79M
HEALTHY/LOW FAT COOKING	63M
GOURMET COOKING	145M
HOME COOKING	24M
DIETING/WEIGHT CONTROL	259M
IMPROVING YOUR HEALTH	101M
PERSONAL HOME COMPUTING	116M
DOG OWNER	285M
CAT OWNER	206M
MONEY MAKING OPP	114M
GRANDCHILDREN	247M
DONATE TO CHARITABLE CAUSES	334M
DONATE TO HEALTH CHARITIES	43M
CRUISE SHIP VACATIONS	141M
CONTESTS/SWEEPSTAKES	167M
CASINO GAMBLING	134M
BIBLE/DEVOTIONAL READING	209M
AVID BOOK READING	316M

DEMOGRAPHICS: 66% FEMALE
31% MALE
3% UNKNOWN

AVG UNIT/SALE: \$39.95

SOURCE: DIRECT MAIL, SPACE ADS, TV, 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.