

HEALTH ON-LINE

34,000	8/05	BUYERS	\$90/M
334,000	2005	BUYERS	\$90/M
833,000	2004	BUYERS	\$90/M
729,000	2003	BUYERS	\$90/M
472,000	2002	BUYERS	\$90/M
257,000	2001	BUYERS	\$90/M
182,000	2000	BUYERS	\$80/M
		TELEMARKETING	\$220/M

SUMMARY: HEALTH ON-LINE IS FILLED WITH MEN AND WOMEN WHO HAVE PURCHASED ONE OR MORE HEALTH RELATED PRODUCTS FROM AN INTERNET "SHOPPING MALL". THESE HEALTH CONSCIOUS INDIVIDUALS HAVE PURCHASED SUCH PRODUCTS AS BACK STIMULATORS, NUTRITIONAL SUPPLEMENTS, PERSONAL MASSAGERS EXERCISE EQUIPMENT AND HEALTH BOOKS/TAPES. ALL HAVE PAID WITH A CREDIT CARD.

DEMOGRAPHICS: 50% MALE
50% FEMALE
AGE RANGE 35-45
INCOME \$35M-\$40M

AVG UNIT/SALE: \$39-\$189

SOURCE: 100% 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.

HLTHONM

SEPTEMBER 2005

MATERIAL:
E-MAIL \$50.00/F

SELECTIONS:
STATE/SCF \$7/M

ZIP \$7/M

SEX \$7/M

SPLIT \$7/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000