

HEALTH WISE

46,000 12/09 BUYERS \$85/M
506,000 2009 BUYERS \$85/M
552,000 2008 BUYERS \$85/M
552,000 2007 BUYERS \$85/M
552,000 2006 BUYERS \$85/M

SUMMARY: MEN AND WOMEN WHO HAVE PURCHASED A VARIETY OF HEALTH PRODUCTS AND VITAMIN SUPPLEMENTS AND RETURNED AN ENCLOSED COUPON FOR A FREE HEALTH BOOKLET.

BOOKLETS INCLUDE "WEIGHT LOSS AND YOU", "ANSWERS ABOUT ARTHRITIS", AND "NUTRITION TODAY".

AVERAGE MONTHLY COUNTS:
22,000 WEIGHT LOSS AND YOU
11,000 ANSWERS ABOUT ARTHRITIS
13,000 NUTRITION TODAY

MOST OF THESE PRODUCTS WERE PURCHASED IN SUPERMARKETS, DRUG STORES AND HEALTH FOOD STORES.

THESE DIRECT RESPONSIVE BUYERS PROVIDE AN EXCELLENT AUDIENCE FOR ALL HEALTH RELATED OFFERS AS WELL AS MAGAZINES, CREDIT CARDS, TRAVEL, GENERAL MERCHANDISE, CATALOGS AND MORE.

DEMOGRAPHICS: 75% FEMALE
25% MALE
AGE 40+
AVG INCOME \$30,000

SOURCE: 100% 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.

HLTHWISEM

JANUARY 2010

MATERIAL:
E-MAIL \$60.00/F

SELECTIONS:
STATE/SCF \$7.00/M
ZIP \$7.00/M
SEX \$7.00/M
SPLIT \$7.00/M
PRODUCT \$10.00/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000