

HEALTHY EATING AND LIVING BOOK BUYERS

10,500 3RD QTR 09 BUYERS \$100/M
23,500 2009 BUYERS \$100/M
53,000 2008 BUYERS \$100/M

SUMMARY: THESE MAIL ORDER BUYERS ARE INTERESTED IN KEEPING POUNDS OFF, STAYING FIT, ACTIVE, AND HEALTHY. THEY HAVE PURCHASED BOOKS AND HEALTH/NUTRITIONAL PAMPHLETS DESIGNED AROUND WEIGHT LOSS, FAT-BURNING, AND HEALTHY EATING AND LIVING. POPULAR EDUCATIONAL BOOKLETS INCLUDE "THE ABCS OF BURNING BODY FAT" AND "THE ABC'S OF HORMONAL STRESS". TOP SELLING BOOK IS "IN FITNESS AND IN HEALTH", WITH OVER 100,000 COPIES SOLD.

THESE FRESH NAMES WILL MAKE AN EXCELLENT TARGET AUDIENCE FOR DIETS, HEALTH PRODUCTS, BOOK OFFERS AND NEWSLETTERS AS WELL AS GENERAL MERCHANDISE OFFERS RANGING FROM HOUSEWARES TO INSURANCE, TRAVEL OFFERS AND MORE.

DEMOGRAPHICS: 55% MALE
45% FEMALE
MEDIAN AGE 37
MEDIAN HHI \$72M
85% COLLEGE GRADUATES

AVG UNIT/SALE: \$45

SOURCE: 100% 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.

INFITM

NOVEMBER 2009

MATERIAL:
E-MAIL \$60/F

SELECTIONS:
STATE/SCF \$7/M
ZIP \$7/M
SEX \$7/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000