

HEALTHY SENIORS FIFTY PLUS

HLTHYSENM

JANUARY 2010

56,000	11/09 BUYERS	\$90/M
558,000	2009 BUYERS	\$90/M
554,000	2008 BUYERS	\$90/M
477,000	2007 BUYERS	\$90/M
216,000	2006 BUYERS	\$90/M

MATERIAL :
E-MAIL \$60/F

SELECTIONS:
STATE/SCF \$7/M

ZIP \$7/M

SEX \$7/M

SPLIT \$7/M

SUMMARY: THESE ACTIVE MEN AND WOMEN SENIORS ARE WORKING HARD TO MAINTAIN THEIR YOUTHFUL LOOK. THEY HAVE PURCHASED A VARIETY OF HEALTH PRODUCTS INCLUDING VITAMIN SUPPLEMENTS, BEAUTY AIDES, HERBAL REMEDIES, DIETS AND MALE ENHANCEMENTS.

DEMOGRAPHICS: 50% FEMALE
40% MALE
10% UNKNOWN
AVG AGE 50+

RECIPROCAL SELECT
PRICING APPLIES

AVG UNIT/SALE: \$19.95-\$149.99

SOURCE: DIRECT MAIL
SPACE ADS
INTERNET

SAMPLE REQUIRED

MINIMUM: 5,000

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.