

IN FITNESS AND IN HEALTH

*****NEW LIST*****

9,000 8/06-1/07 BUYERS \$100/M
11,000 2/06-7/06 BUYERS \$100/M
17,000 2/05-1/06 BUYERS \$100/M

NEXT UPDATE 8/07

SUMMARY: THESE MAIL ORDER BUYERS ARE INTERESTED IN STAYING FIT, ACTIVE, HEALTHY AND KEEPING POUNDS OFF. THEY HAVE PURCHASED BOOKS AND HEALTH/NUTRITIONAL PAMPHLETS DESIGNED AROUND WEIGHT LOSS, FAT-BURNING, AND HEALTH 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.

DEMOGRAPHICS: 65% MALE
25% 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

MAY 2007

MATERIAL:
E-MAIL \$50/F
MAG TAPE \$25/F
DISKETTE \$50/F

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

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000