

LATAVI

9,000 2ND QTR 2007 BUYERS \$100/M
20,000 2007 BUYERS \$100/M
21,000 2006 BUYERS \$100/M

SUMMARY: LATAVI IS AN ALL NATURAL PRODUCT CONTAINING A PROPRIETARY FORMULA THAT HELPS WOMEN ENLARGE, TONE AND LIFT THEIR BUSTLINE. SOLD IN CREAM AND CAPSULE FORMAT, LATAVI IS 100% GENERATED THROUGH RADIO SPOT ADS. THE AVERAGE UNIT OF SALE IS \$130.00 AND MOST PAY BY MAJOR BANK CREDIT CARDS. LATAVI BUYERS PROVIDE AN EXCELLENT AUDIENCE FOR SELF-HELP OFFERS, DIETS, ANTI-AGING, CATALOGS, GENERAL MERCHANDISE AND MORE.

DEMOGRAPHICS: 98% FEMALE

AVG UNIT/SALE: \$130

SOURCE: 100% RADIO

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.

LATAVIM

SEPTEMBER 2007

MATERIAL :
E-MAIL \$50/F

SELECTIONS:
STATE/SCF \$7/M

ZIP \$7/M

SEX \$7/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000