

MIRACLE OF ALOE

6,000 2ND QTR 10-3RD QTR 10 BUYERS \$110/M +\$10/M
13,000 2010 BUYERS \$110/M +\$10/M
16,000 2009 BUYERS \$110/M +\$5/M
12,000 2008 BUYERS \$110/M +\$5/M
21,000 2007 BUYERS \$95/M +\$5/M
12,000 2006 BUYERS \$95/M +\$5/M
TELEMARKETING \$250/M

SUMMARY: MIRACLE OF ALOE IS THE COMPLETE SOURCE FOR ORGANIC ALOE BASED HEALTH CARE PRODUCTS, FACIAL AND BODY CARE PRODUCTS, NUTRITIONAL SUPPLEMENTS, MUSCLE & JOINT PAIN RELIEF, ALOE VERA BEVERAGES AND MANY MORE.

THEY HAVE MADE A PURCHASE FROM OVER 100 CATALOG PRODUCTS INCLUDING MIRACLE FOOT REPAIR, ALOE ALL OVER, MIRACLE OINTMENT, MIRACLE RUB PAIN RELIEVING CREAM, PSORIASIS CREAM, ALOES JUICES AND NUTRITIONAL SUPPLEMENTS.

THESE CONSUMERS ARE VERY LOYAL WITH A HIGH RE-ORDER RATE, AS WELL AS A LONG LIFETIME VALUE.

DEMOGRAPHICS: 57% FEMALE
28% MALE
15% UNKNOWN

AVG UNIT/SALE: \$40

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.

MIRALOEM

NOVEMBER 2010

MATERIAL:
E-MAIL \$60/F

SELECTIONS:
STATE/SCF \$7/M
ZIP \$7/M
SEX \$10/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED
MINIMUM: 5,000