

MODERN HEALTH BOOK AND PRODUCT

321,000 4TH QTR 06 BUYERS \$120/M
476,000 2006 BUYERS \$120/M

SUMMARY: BUYERS OF BOOKS AND PRODUCTS FROM THE MODERN HEALTH BOOK LINE. THESE HIGHLY MOTIVATED BUYERS HAVE PURCHASED BOOKS FOCUSING ON MANY OF THE MODERN HEALTH TOPICS. ADDITIONALLY, SOME BUYERS HAVE ALSO PURCHASED VARIOUS MODERN HEALTH PRODUCTS TO AID IN DAILY LIFE.

MODERN HEALTH BOOK AND PRODUCTS BUYERS ALSO HAS A NUMBER OF SELECTABLE CATEGORIES INCLUDING: VITAMIN & SUPPLEMENT/BOOK BUYERS, CREDIT SEEKERS, NEW CREDIT CARD, NEW MOVERS AND MORE.

SOURCE: DIRECT MAIL/SPACE ADS

DEMOGRAPHICS: 56% FEMALE
34% MALE
10% UNKNOWN

ADDITIONAL SELECTS: MONTHLY
21M BOOK BUYERS
6M SEEKING CREDIT
41M NEW CREDIT CARD
12M NEW MOVERS

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.

MODHLTHM

FEBRUARY 2007

MATERIAL:
E-MAIL \$50/F

DISKETTE \$25/F

P/S LABEL \$9/M

SELECTIONS:
STATE/SCF \$7/M

ZIP \$7/M

SEX \$7/M

SPLIT \$7/M

ADDITIONAL \$10/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000