

**NEW HERBAL LIFESTYLE**

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57,000 4TH QTR 07 BUYERS/INQS \$100/M  
218,000 2007 BUYERS/INQS \$100/M  
198,000 2006 BUYERS/INQS \$100/M  
217,000 2005 BUYERS/INQS \$100/M  
225,000 2004 BUYERS/INQS \$100/M

SUMMARY: MEN AND WOMEN HAVE PURCHASED CHINESE HERBS THAT HAVE BEEN SUCCESSFUL FOR OVER 2000 YEARS AND ORGANIC PRODUCTS SUCH AS FLOUR, OATMEAL, FRUIT JUICES AND HEALTH BARS THAT ARE THE TOOLS FOR ACHIEVING A MORE HEALTH CONSCIOUS LIFESTYLE. CONSUMERS SPEND AN AVERAGE OF \$60 AND THE FILE IS GENERATED VIA 100% DIRECT MAIL.

DEMOGRAPHICS: 59% FEMALE  
41% MALE  
AVG AGE 40+  
AVG INCOME \$30,000+

AVG UNIT/SALE: \$60

PAYMENT TYPE: 52% CREDIT CARD

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.

**NEWHERBM**

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JANUARY 2008

MATERIAL:  
E-MAIL \$50/F

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

RECIPROCAL SELECT  
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000