

PRODUCTIONS EURYDICE U.S. DIET

12,000 1ST QTR 2011 BUYERS \$120/M
75,000 2010 BUYERS \$120/M
85,000 2009 BUYERS \$120/M
63,000 2008 BUYERS \$120/M
79,000 2007 BUYERS \$100/M
83,000 2006 BUYERS \$100/M
84,000 2005 BUYERS \$100/M

***THIS LIST REQUIRES 4 BUSINESS DAYS
FROM ORDER APPROVAL FOR SHIPPING***

SUMMARY: BUYERS OF VARIOUS WEIGHT LOSS
PROGRAMS OFFERED BY PRODUCTIONS
EURYDICE.

DEMOGRAPHICS: 80% FEMALE
20% MALE
AGE RANGE 35 - 55
LOW TO MID HOUSEHOLD INCOME

AVG UNIT/SALE: \$65.00

PAYMENT TYPE: 50% CREDIT CARD

SOURCE: DIRECT MAIL (100%)

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.

RESTRICTIONS: ALL ORDERS SUBJECT TO MAIL DATE
CLEARANCE

PRODEURYDM

APRIL 2011

MATERIAL:

E-MAIL \$60/F

SELECTIONS:

STATE/SCF \$7/M

ZIP \$7/M

SEX \$7/M

SPLIT \$7/M

CREDIT CD \$10/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000