

QUICK BURN DIET

27,000 2006 BUYERS \$95/M
24,000 2005 BUYERS \$95/M

SUMMARY: WEIGHT CONSCIOUS MEN AND WOMEN HAVE SPENT \$129.95 FOR THE QUICK BURN DIET, THEY HAVE RESPONDED TO PRIMARILY NEWSPAPER AND MAGAZINE SPACE ADS AS WELL AS RADIO SPOTS.

APPROXIMATELY, 98% HAVE PAID BY CREDIT CARD.

DEMOGRAPHICS: 48% MALE
41% FEMALE
11% UNKNOWN

AGE 40+
INCOME \$35,000

AVG UNIT/SALE: \$129.95
+\$14.95 S/H

SOURCE: 95% SPACE ADS
5% 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.

QUICKBURNM

AUGUST 2006

MATERIAL:
E-MAIL \$50/F

SELECTIONS:
STATE/SCF \$6/M

ZIP \$6/M

SEX \$6/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000