

**UNIQUE PRODUCT BUYERS**

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2,500	3/03 BUYERS	\$110/M
9,500	2003 BUYERS	\$110/M
213,000	2002 BUYERS	\$110/M
307,000	2001 BUYERS	\$110/M
539,000	2000 BUYERS	\$110/M

MONTHLY HOTLINES ARE DELAYED 90 DAYS  
OLDER NAMES AVAILABLE - PLEASE INQUIRE

SUMMARY: BUYERS OF VARIOUS WEIGHT LOSS PROGRAMS AND DIET PLANS INCLUDING THERMOSLIM. THESE DIET PLANS ARE SOLD VIA 30 MINUTE INFOMERICALS, SOLO MAILINGS AND THE INTERNET. ANTI-AGING PILLS WRINKLE CREAMS AND MALE POTENCY PRODUCTS ARE ALSO OFFERED.

DEMOGRAPHICS: 75% FEMALE

AVG UNIT/SALE \$65.00

PAYMENT TYPE: 75% CREDIT CARD

SOURCE: 80% TV  
15% DIRECT MAIL  
5% INTERNET

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: COMPETITIVE OFFERS SUBJECT TO LIST OWNER APPROVAL, RECIPROCAL RENTAL, COMPETITIVE RATES & MAIL DATE CLEARANCE.

**UNIQUE**

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JUNE 2003

MATERIAL:

E-MAIL \$50/F

SELECTIONS:

STATE \$6/M

SEX \$6/M

SPLIT \$6/M

PAY METHOD \$10/M

RECENCY \$10/M

RECIPROCAL SELECT PRICING APPLIES

MINIMUM: 5,000

SAMPLE REQUIRED