

VIRILITY QUEST

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|---------|-------|-------------|--------|
| 18,000 | 12/09 | RESPONDENTS | \$85/M |
| 198,000 | 2009 | RESPONDENTS | \$85/M |
| 216,000 | 2008 | RESPONDENTS | \$85/M |
| 216,000 | 2007 | RESPONDENTS | \$85/M |
| 216,000 | 2006 | RESPONDENTS | \$85/M |

SUMMARY: MEN HAVE RESPONDED TO A NATIONAL QUESTIONNAIRE SURVEY AND HAVE EXPRESSED AN INTEREST IN A VIRILITY PRODUCT OR HAVE PURCHASED SUCH A PRODUCT IN THE LAST SIX MONTHS. THESE MALES PROVIDE A PERFECT AUDIENCE FOR ALL POTENCY AND VIRILITY OFFERS, AS WELL AS MAGAZINES, SELF-HELP, INSURANCE, GENERAL MERCHANDISE AND HEALTH OFFERS.

DEMOGRAPHICS: 100% MALE
AVG AGE 45+
AVG INCOME \$30,000

SOURCE: 100% DIRECT RESPONSE GENERATED

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.

VIRILM

JANUARY 2010

MATERIAL:

E-MAIL \$60.00/F

SELECTIONS:

STATE/SCF \$7.00/M

ZIP \$7.00/M

SPLIT \$7.00/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000