



# Body-Trim

## Diet & Nutrition

**UPDATE  
JULY 2010**

**Names thru  
JUNE 2010**

87,854 12 Month Buyers \$95/M  
24,283 Quarterly Hotline \$105/M  
**Fundraising Rate** \$75/M

**UNIT OF SALE:**  
\$39.00 - \$159.00

**MINIMUM TEST**  
5000

mIn # MIN94586

**MAINT:**  
Cheshire Labels, - N/C  
Floppy Disc \$15.00  
CD-Rom: \$25.00  
P/S Labels: \$10.00/M  
E-mail/Modem: \$15.00

**PROFILE:** Reach highly motivated weight and nutrition conscious consumers who have bought a variety of Body-Trim's diet and nutritional products via direct mail. These include diet supplements, health and nutrition programs, protein supplements and dietary nutritional products such as vitamins and minerals designed to maximize metabolic rate, reduce appetite and burn fat.

**SELECTS:**  
100% Zip Sequence  
State, SCF \$ 5.00/M  
Keying N/C  
Run Charges \$10.00/M  
Phones \$10.00/M  
Age \$ 5.00/M  
Gender \$ 5.00/M

These avid dieters and health conscious consumers are right now actively seeking ways to reduce their weight and improve their health and have above average discretionary money to spend on products that will help them meet their goals. They are proven buyers of weight loss and nutritional products (72% are multi buyers) and have paid \$39.00 - \$159.00 using a major credit card for their direct mail purchase.

- ▶ Age range 30-55
- ▶ H/H income \$80,000+
- ▶ 65% Female
- ▶ Unit of sale \$39.00 - \$159.00

**List Information  
Contact:**  
**Global Direct**  
**Tel: (561) 533-6691**  
**Fax: (561) 585-9469**  
**Email: inquire@  
globaldirectlists.com**

**RECOMMENDED USAGE:**

Vitamin Health Catalogs	Fund Raising
Self Improvement	Credit Card Offers
Travel	Consumer Publications
Upscale Gift Catalogs	Health Publications
Home furnishings	Diet & Weight Loss

NEW MAILER REQUIRED TO PRE-PAY ON FIRST ORDER

**UNIT OF SALE:** \$39.00 - \$159.00

MINIMUM ORDER: 5,000 2 SMP REQUIRED. 20% COMMISSION TO RECOGNIZED BROKERS. ORDERS CANCELLED AFTER MAIL DATE REQUIRE PAYMENT IN FULL.

**SOURCE:** Direct Mail

ALL CANCELLED ORDERS WILL BE BILLED AT A FLAT FEE OF \$50 IN ADDITION TO, APPLICABLE, RUN CHARGES OF \$10/M AND SELECTION, TAPE AND SHIPPING CHARGES.

**ZIP+4 and NCOA'd cleaned quarterly**

CARD# BT1



**GLOBAL DIRECT List Management**

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