



Body-Trim

Diet & Nutrition

83,740 12 Month Buyers \$95/M
20,448 Quarterly Hotline \$105/M
Fundraising Rate \$75/M

mIn # MIN94586

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.

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

RECOMMENDED USAGE:

Vitamin Health Catalogs
Self Improvement
Travel
Upscale Gift Catalogs
Home furnishings

Fund Raising
Credit Card Offers
Consumer Publications
Health Publications
Diet & Weight Loss

UNIT OF SALE: \$39.00 - \$159.00

SOURCE: Direct Mail

ZIP+4 and NCOA'd cleaned quarterly

UPDATE

UNIT OF SALE:
\$39.00 - \$159.00

MINIMUM TEST
5000

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

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

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

NEW MAILER REQUIRED TO PRE-PAY ON FIRST ORDER

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

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.

CARD# BT1



GLOBAL DIRECT List Management

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