



## UPDATE

106,275      12 Month Buyers      \$95/M  
 24,750      Quarterly Hotline      \$105/M  
**Fundraising Rate**      \$75/M

**UNIT OF SALE:**  
 \$55.00 - \$200.00

**MINIMUM TEST:**  
 5000

**MAINT:**  
 Cheshire Labels, - N/C  
 Floppy Disc \$15.00  
 Magtape: \$25.00  
 P/S Labels: \$8.00/M  
 E-mail/Modem: \$15.00

**SELECTS:**  
 100% Zip Sequence  
 State, SCF \$ 5.00/M  
 Keying \$ 2.00/M  
 Run Charges \$10.00/M  
 Phones \$10.00/M  
 Age \$ 5.00/M  
 Gender \$ 5.00/M

**PROFILE:** Reach highly motivated health conscious upscale buyers who have spent \$55 - \$200 and up to purchase a variety of *natural* health and beauty products including herbal diet and weight loss products, vitamin & mineral supplements, massage oils and aroma therapy products to increase their physical performance, lose weight and maintain their vitality and well being.

These highly committed *natural* healthcare product buyers (most are repeat buyers) have made their purchases via direct mail and have paid with a major credit card.

All of these upscale, enthusiastic, health conscious individuals are committed to maintaining optimum health and have above average discretionary money to spend on products that will enhance their overall well being and add quality to their lives.

- ▶ **Age range 35 - 50**
- ▶ **H/H income \$75,000+**
- ▶ **55% female**
- ▶ **Unit of sale \$55.00 - \$200.00**

**RECOMMENDED USAGE:**

These 100% buyers are a perfect audience for:

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

**UNIT OF SALE:** \$55.00 - \$200.00 and up

**SOURCE:** 100% Direct Mail

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

List Information  
 Contact:  
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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# EL1



## GLOBAL DIRECT *List Management*

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