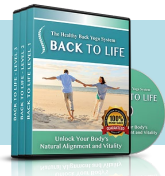


BACK TO LIFE FROM EMILY LARK



Health & Wellness

FILE DESCRIPTION

These individuals have purchased products from Back to Life Systems (www.backtolifesystem.com) to combat chronic back pain and lead a life of pain-free movement. Emily's programs combine the ancient benefits of yoga with the cutting-edge research of modern exercise science. These products include:

- Back to Life Program - a DVD and booklet with stretches and exercises to help people naturally relieve back pain at home.
- Health Back Plus Fit Body Program - DVD program with ten ten-minute toning exercise videos for people to get in shape and help support a healthy back. These exercises are designed for people who want to tone up without straining their joints or their backs.
- Back Relief and Relaxation Program - DVD with gentle bedtime back relief yoga routine and an Audio CD with a guided meditation for releasing pain.

Prevalent hobbies and interests include listening to audiobooks, music, DIY living, collecting art and cultural pieces, aviation, donating to international aid causes, and spending time with grandchildren. These individuals are known mail order donors.

FILE BREAKDOWN

125,074	Total File	\$125.00/M
63,922	Last 6 Months	\$+5.00/M
17,318	Last 3 Months	\$+10.00/M
79,023	Back to Life Program (Retail \$37)	\$125.00/M
28,850	Healthy Back Plus Fit Body Program (Retail \$67)	\$125.00/M
10,301	Back Relief and Relaxation Program (Retail \$39)	\$125.00/M

Minimum Order: Postal 5,000; Email 10,000

PRODUCTION / DELIVERY COSTS

Email	\$50.00/F
FTP	\$50.00/F
Transmission Fee	\$40.00/M

EMAIL BROADCAST CHARGES

Email Address	\$160.00/M
Splits - First Pair	\$100.00/F
Each Additional Split	\$75.00/F
Suppression File	\$5.00/M or \$250 min
Test - First 2	No Charge
Each Additional Test	\$100.00/F

SELECTIONS AVAILABLE

Age	\$7.00/M
Donors	\$7.00/M
Ethnicity	\$7.00/M
Gender	\$7.00/M
Health & Wellness	\$7.00/M
Hobbies/Interests	\$7.00/M
Home/Mortgage	\$7.00/M
Household	\$7.00/M
Income	\$10.00/M
Investment Type	\$7.00/M
KeyCode	\$2.00/M
Language	\$10.00/M
Lifestyle/Life Change Event	\$7.00/M
Marital Status	\$10.00/M
Occupation	\$7.00/M
Political Affiliation	\$7.00/M
Presence of Children	\$7.00/M
Religious Affiliation	\$10.00/M
Run Charges	\$10.00/M
Telephone Numbers	\$100.00/M
Zip/SCF/State	\$7.00/M

Postal, Telephone, Email

PROFILE

GENDER:	64% Female 36% Male
AVG AGE:	67
AVG HHI:	\$75,000
AVG SALE:	\$37.00 - \$67.00

SOURCE

Internet Buyers

RESTRICTIONS

Cancellation Policy: Orders cancelled before the mail date will incur \$10/M running charges, a \$75 flat fee, plus selection charges. After mail date, full charges apply. Email broadcast orders cancelled after test is sent will incur full charges.

Miscellaneous: Most orders shipped in 3 business days. We believe the information concerning this list to be accurate, but we cannot guarantee its accuracy or the outcome of the mailing. List rental is for one-time use only. Reproduction of list in any form is not permitted. All telemarketing orders must be prepaid.

CONTACT

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Updated January 2019

Updated: Quarterly

Names Thru: December 2018

Next Update: April 2019



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