

## Health & Wellness

### FILE DESCRIPTION

The individuals in this file have registered to receive a free diabetes benefits kit through diabetic.healthythings.guru. These kits include things such as a free Accu-Chek guide or Accu-Chek Aviva meter, a free subscription to Diabetes Forecast magazine, and meal plans and programs from Atkins, Nutrisystem, and the American Diabetes Association. HealthyThings.guru was built to curate savings, special offers, and resources for people who want to live a healthier, happier life.

### FILE BREAKDOWN

164,599	Total File	\$115.00/M
95,066	Last 6 Months	+\$5.00/M
19,688	Last 3 Months	+\$10.00/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

### HOME/MORTGAGE SELECTIONS

Credit Grade	\$7.00/M
Home Loan Type	\$7.00/M
Home Value	\$7.00/M
Interest Rate	\$7.00/M
Loan Amount	\$7.00/M
Loan Term	\$7.00/M
Mortgage Balance	\$7.00/M

### 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:	62% Female 38% Male
AVG AGE:	61
AVG HHI:	\$75,000

### SOURCE

Internet Direct Response

### 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

For more information, contact:

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# Updated January 2019

Updated: Quarterly

Names Thru: December 2018

Next Update: April 2019



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