

MINDFUL WELLNESS

Health & Wellness

FILE DESCRIPTION

These individuals are buyers of all things health. They have purchased supplements, skincare products, daily vitamins, natural oils, DVDs, books, and coaching and support memberships. They actively respond to products and offers that promote natural products, good health, and active lifestyles. Median age of the buyers is 51.

FILE BREAKDOWN

1,714,126	Total File	\$125.00/M
501,650	Last 12 Month Buyers	\$125.00/M
130,456	Last 3 Month Buyers	\$+10.00/M
inquire	Multi-Buyers	\$+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

SELECTIONS AVAILABLE

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

Postal, Email, Telephone

PROFILE

GENDER: 58% Female
42% Male
AVG AGE: 51
AVG HHI: \$75K
AVG SALE: \$19.95 - \$149.95

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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Names Thru: January 2019

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