

PALEOHACKS.COM & PALEOPLAN.COM

Health & Wellness

FILE DESCRIPTION

Purchasers of products and members of PaleoHacks.com and PaleoPlan.com, these individuals are looking for recipes, workouts, tips and tricks to make getting healthy easier. They also hope to connect with like-minded people. They are looking to achieve optimal health with a Paleo lifestyle. They have purchased guides for weekly meal plans, shopping lists, delicious recipes, and bodyweight workouts done at home. These healthconscious individuals are active members of these sites. Community is an important part of the Paleo journey for these individuals, and they value the connections they can make with others experiencing the same challenges and rewards.

FILE BREAKDOWN

721,324	Total File	\$115.00/M
214,414	Last 12 Months	+\$5.00/M
66,244	Last 3 Months	+\$10.00/M
21,096	1 Month Hotline	+\$15.00/M
inquire	Multi-Buyers	+\$10.00/M
	Non-Profit Rate	\$75.00/M

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

PRODUCTION / DELIVERY COSTS

Email	\$50.00/F
FTP	\$50.00/F
Email Campaign 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:	86% Female 14% Male
AVG AGE:	62
AVG HHI:	\$91,385
AVG SALE:	19.95

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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INQUIRE FOR NON-PROFIT PRICING!

Updated January 2020

Updated: Quarterly

Names Thru: December 2019

Next Update: April 2020



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