

**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 health-conscious 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**

1,075,424	Total File (Last 36 Months)	\$125.00/M
417,013	Total File (Last 12 Months)	+\$5.00/M
74,853	Total File (Last 3 Months)	+\$10.00/M
28,501	1 Month Hotline	+\$15.00/M
inquire	Multi-Buyers (Total File)	+\$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
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

**INTERNATIONAL COUNTS**

27,973	Australia	\$195.00/M
61,230	Canada	\$160.00/M
517	Puerto Rico & V.I.	+\$25.00/M

**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: 78% Female  
17% Male  
AVG AGE: 61  
AVG HHI: \$75,000  
AVG SALE: \$19.95

**SOURCE**

Internet Direct Response

**RESTRICTIONS**

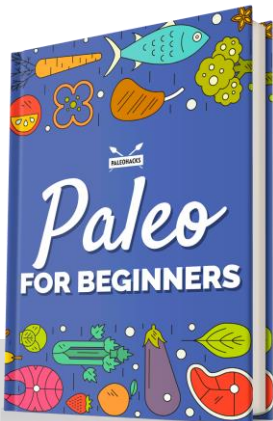
Cancellation Policy: Orders cancelled before the mail date will incur \$10/M running charges, a \$75 flat fee, plus selection charges. After mail date, full charges apply. Email broadcast orders cancelled after test is sent will incur full charges.

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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**Updated January 2019**

Updated: Quarterly

Names Thru: December 2018

Next Update: April 2019

