

SELF-IMPROVEMENT GURU MF

Self-Improvement

FILE DESCRIPTION

Purchasers of products from Joe Vitale and John Cummuta. Constantly seeking to improve their lives, these individuals actively purchase memberships, coaching programs, and books. They seek information found in podcasts and webinars to eliminate debt, create wealth and improve their relationships. On the path to reach their personal and financial goals, these buyers respond well to financial and investment strategies, self-improvement programs, and retirement planning offers.

These responders also enjoy the finer things in life. They respond well to travel and leisure opportunities and gourmet food and wine products. Many individuals are avid golfers and lead active lifestyles.

FILE BREAKDOWN

| | | |
|---------|--------------------------------|------------|
| 105,885 | Total File | \$115.00/M |
| 36,129 | Last 12 Months | \$115.00/M |
| 18,107 | Last 6 Months | \$+5.00/M |
| 39,217 | Joe Vitale Buyers Total File | \$115.00/M |
| 49,004 | John Cummuta Buyers Total File | \$115.00/M |

Minimum Order: Postal 5,000

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, Email, Telephone

PROFILE

| | |
|----------|------------------------|
| GENDER: | 54% Female 46% Male |
| AVG AGE: | 56 |
| AVG HHI: | \$60,000 |

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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INQUIRE FOR NON-PROFIT PRICING!

Updated January 2020

Updated: Quarterly

Names Thru: December 2019

Next Update: April 2020



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