

# TOTAL BODY LIFE

## Health & Wellness

### FILE DESCRIPTION

These individuals have subscribed to Total Body Life to receive a variety of health and wellness tools. Upon signing up, they receive access to weekly 30-minute boot camp workout videos, essential daily vitamins, workout supplements, and skincare products. These products come from vendors such as RXF, Muscletech Research and Development, MusclePharm, Pure Serenity Skin Care, Harley Falls Skin Care, and AcneBGon.

The individuals in this file are mostly home owners with children present. Outside from improving health, they enjoy collecting coins and stamps, video games, watching sports, reading science fiction, puzzles, and playing board games.

### FILE BREAKDOWN

353,343 Total File (Last 3 Months) \$115.00/M

Minimum Order: Postal 5,000; Email 10000

### 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
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	\$30.00/M
Zip/SCF/State	\$7.00/M

## Postal, Email, Telephone

### PROFILE

GENDER: 56% Female  
44% Male  
AVG AGE: 52  
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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