

Allergy Relief Product Buyers 77,900 Last 12 Month Buyers 9,400 with E-mail Addresses

Description: These buyers have purchased allergy relief products and related supplies via the Internet, catalogs, and/or direct mail. This group of allergy and sinus sufferers searches for remedies and relief. They are interested in the latest allergy prevention, information and treatment for themselves and their families. Reach them through direct mail, e-mail marketing, and/or telemarketing. Monthly hotline available.



Selections include: Age, Gender, Income, Recency, Frequency, Dollar Amount, Lifestyle Interest, E-mail Address

Ideal prospects for: Book and Magazine Offers, Health Care Products, Medical Supplies and Devices, Air Purifiers, and Nutritional Supplements

BASE (includes all selects) \$80/M

MATERIAL CHARGES

E-mail \$50/F

ADDITIONAL SELECTION CHARGES

SCF	\$5/M
State	\$5/M
Zip Code	\$5/M
Run Charges	\$8/M
E-mail Address	\$85/M
Deployment	\$10/M

Minimum Postal Order: 5,000

Minimum E-mail Order: 20,000

Net Name Policy: Please Inquire

Rental Price is for one time usage

Update Schedule: April 2010

For all inquiries, counts and orders please contact:
Marketing Department
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