dataline
THE CONSUMER DATABASE COMPANY

Arthritic Product Buyers
286,900 Last 12 Month Buyers
43,700 with E-mail Addresses

Description: These buyers have purchased arthritic health care products and medical supplies via leading catalogers, mailers and on-line services. They are interested in their personal health condition and taking better care of themselves. Buyers who are 65 years of age or older represent almost half of this group. Reach them through direct mail, e-mail marketing, and/or telephone contact. Monthly hotline available.

12 month buyers, age 65+ 134,900

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

Ideal prospects for: Books and Magazines, Catalogs, Health and Fitness Offers, Vitamins, Fundraising, Home Health Care Accessories, Nutritional Supplements, Medical Supplies, Physical Therapy Offers, and Physician Advertisements

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:
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