

## Diabetic Health Care Product Buyers

299,200 Last 12 Month Buyers  
36,700 with E-mail Addresses

**Description:** These buyers have purchased diabetic medical supplies and health care products through catalogs and the Internet. More than 50% of this consumer group consists of buyers who are 65 years of age or older. Purchasing these supplies via catalogs and the internet allows the diabetic user a discrete, hassle free method of acquiring the supplies they need. Reach this market through direct mail, email marketing or telephone. Monthly hotline available.

12 Mos. Buyers, Age 65+ 106,300



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

**Ideal prospects for:** Books and Magazines, Catalogs, Health and Fitness Offers, Vitamins, Fundraising, Medical Products, Home Health Care Accessories and Testing Supplies

**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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