

Diet Conscious Product Buyers 303,000 Last 12 Month Buyers 48,000 with E-mail Addresses

Description: These women have an interest in wellness and the latest in weight gain prevention. They have purchased diet and weight loss products via the Internet, catalogs, and/or direct mail. They are interested in healthy eating and weight management strategies for themselves and their families. Reach them through direct mail, e-mail marketing, and/or telemarketing. Monthly hotline available.



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

Ideal prospects for: Book and Magazine Offers, Health Care Products and Services, Exercise Equipment and Gym Registrations, Active Sportswear, and Health Food 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:
Marketing Department
solutions@datalinedata.com