

Heart Health Supplement Buyers

172,700 Last 12 Month Buyers
20,300 with E-Mail Addresses

Description: These buyers have purchased heart healthy supplements via specialty catalogs and the Internet. They are interested in cardiac health care and in keeping up to date on the latest information. More than 60% of this consumer group are women. Over 35% of the total buyers are age 65 and older. Reach this market through direct mail, e-mail marketing and/or telephone. Monthly hotline available.

Last 12 month buyers, female: 100,700
Last 12 month buyers, male: 68,900
Last 12 month buyers, 65+: 60,800



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

Ideal prospects for: Heart Related Books and Magazines, Catalogs, Health and Fitness Offers, Vitamins and Supplements, Fundraising, Medical Products, and Home Health Care Accessories

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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