

Weight Loss and Exercise Product Buyers

492,850 Last 12 Month Buyers
203,400 with E-mail Addresses

Description: Target known buyers of diet and fitness products as well as fitness apparel. This unique file consists of women who have bought fitness apparel, fitness products or equipment, and diet/weight loss products. Whether maintaining their current weight, or working to reach a new goal weight, these women are extremely committed to living a healthy and fit lifestyle. These women know the importance of eating right and exercising regularly—and they love to do so in style! From the latest fitness fashions to the newest gym equipment and diet information, these women enjoy staying on top of the trends.



As summer approaches be the first to help these fitness junkies get bikini ready! Reach these buyers through direct mail, e-mail marketing, and/or telephone. Monthly hotline available.

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

Ideal prospects for: Diet and Weight Loss Supplements, Retail Offers, Health and Fitness Magazines, Gym Memberships, and Activewear Catalogs

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: May 2010

For all inquiries, counts and orders please contact:

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