

## Yoga Enthusiasts

243,300 Last 12 Month Buyers  
41,200 with E-mail Addresses

**Description:** Target known buyers of yoga products who have made purchases within the last year either through the Internet, catalogs, or direct marketing. These yoga lovers take their yoga seriously, and always have to be outfitted in the latest and most comfortable and stylish yoga clothes. Their purchases also include everything from yoga mats to yoga metronomes! From yoga classes, to yoga routines on DVD or TV, and even yoga podcasts, these yoga lovers like nothing more than practicing yoga with the best products and in the best yoga fashions. Help these fit and healthy yoga fanatics look great while practicing this ancient lifestyle with the newest yoga products available! Reach these buyers through direct mail, e-mail marketing, and/or telephone. Monthly hotline available.



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

**Ideal prospects for:** Health Magazines, Gym Memberships, Women's Magazines, Local Publications, and Retail Offers

**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: July 2010**

**For all inquiries, counts and orders please contact:**  
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