



datacard

## Healthy Diets- Mail Order Buyers

Counts Through April 2010

Updated May 2010

### Overview:

315,765	3 month hotline \$75/M +\$5/M
106,951	1 Month Hotline \$75/M +\$10/M
4,390,147	Masterfile \$75/M

### Description:

The Mail Order Buyers on this file are attendees of health-related events around the United States. These consumers are enthusiastic about making healthy choices about what they eat. They read magazines about health and fitness and are active people who enjoy working out. The people on this file are confirmed mail order buyers of health products.

This file is a great test for self-improvement offers, alternative health and herbal supplements, weight loss, health, fitness and sports magazines, health insurance, fundraisers, and more.

\*Inquire about telemarketing usage\*

### Source

100% Self-Reported survey  
100% Home Address

### Gender Profile

45.0 % Male  
55.0 % Female

### Selection Charges

SCF \$5.00/M  
 STATE \$5.00/M  
 ZIP \$5.00/M  
 3 MONTH HOTLINE \$15.00/M  
 6 MONTH HOTLINE \$10.00/M  
 12 MONTH HOTLINE \$5.00/M  
 INCOME SELECT \$5.00/M  
 ETHNICITY \$10.00/M  
 GENDER/SEX \$5.00/M  
 AGE \$5.00/M  
 PRESENCE OF CHILDREN \$10.00/M  
 HOME OWNER \$10.00/M  
 Health & Fitness \$10.00/M  
 Diet & Nutrition \$10.00/M  
 Sports \$10.00/M  
 Magazine/Newsletter Subscribers \$10.00/M  
 Environmental Concerns \$10.00/M

### Output Media

CD ROM	\$50.00/F
DISKETTE	\$50.00/F
FTP	\$50.00/F
EMAIL	\$50.00/F

### Update Schedule

Quarterly

### Average Income :

**\$75000**

### Average Unit of Sale :

**\$50**

### Cancellation Charge :

\$100.0/F

### Minimums

5,000                      Quantity

### STANDARD TERMS

A sample mail piece is required for list owner approval. A List Rental Agreement is required for each new mailer, and remains in place for one year's duration. Payment terms are 30 days in full after mail date. Cancelled orders are subject to a \$100 fee, \$10/M run charges, plus selects and shipping.

**For further information please contact our List Management Department at:**

**Infocore Inc.**  
**2375 Camino Vida Roble, Suite A**  
**Carlsbad, CA 92011**

Phone -- 760.607.2500 ext. 21 Fax -- 760.607.2505 Email -- [selson@infocore.com](mailto:selson@infocore.com)

Web -- <http://www.infocore.com>