



Total File Size: 139,000

Cost per '000: £95-£140

Health & Mail Order

Background

These highly sought-after lists are made up of subscribers to some of the hottest health and lifestyle newsletters to hit the UK market. These readers are very health conscious and interested in alternative medicine as well as nutritional and vitamin supplements. Subscribers are 60% male and pay between £37 and £67 for these publications.

The file also contains buyers of a number of health, diet and lifestyle books. Titles include: *Vita Nutrients*, *Natural Health Secrets* and *Prostate Problems* and cost an average of £25. This list will prove very successful for sellers of health and beauty products and books, travel offers, charity promotions, business opportunity and investment offers, newsletter publishers and credit card companies.

File Breakdown

	Active	Buyers	Responders
Nutrition & Healing	4,000	17,000	4,000
Health Sciences Institute	6,000	16,000	4,000
Shortcut Confidential	7,000	51,000	5,000

Profile

- 60% male, 40% female
- Predominantly aged 45+
- 62,000 0-12 month names
- Mainly earn £25-£35,000
- Read Daily Mail, The Express or Daily Telegraph
- Interests include golf, gourmet food and National Trust
- **Full profile information available upon request**

Selection Available

Multibuyers	£30 per '000
Hotline	£20 per '000
Lead generation	£20 per '000
Newsletter	£10 per '000
Geographic	£10 per '000
Gender	£10 per '000
Recency	£10 per '000
N'th/Flagging	No charge
Counts (guaranteed within 24 hours)	No charge

Source

- Direct mail
- Off-the-page advertising
- Inserts

...Please turn over for further information

Data correct as of February 2010

For the latest counts, check out our website at: www.listlab.com

Or telephone **+44 (0)20 7534 1760** List warranty number: 000671



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Example



List Rental Rates (per '000)

Actives	£140
Buyers	£105
Responders	£95
Charity Discount on Base Rental	up to 20%
Inserts available on approval	
List Broker Commission to DMA Members	up to 20%

Production/Delivery Costs

Email	£50
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Useful Info

- This file is updated on a quarterly basis
- This file has been seeded
- This file has been MPS cleaned

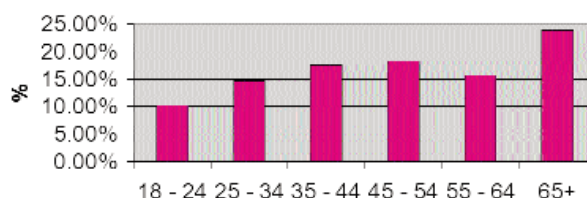
Illustrated Profile

Gender

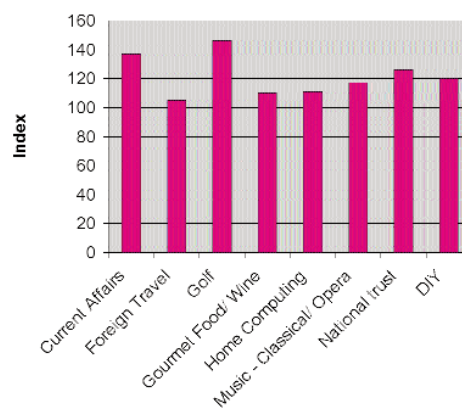
female ■
male ■



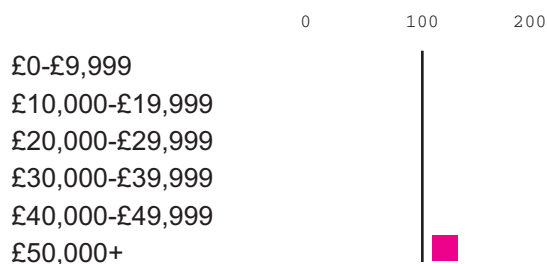
Age



Hobbies & Interests



Affluence Indicators



Restrictions

- Sample mail piece submitted for approval
- Minimum order 5,000
- One-time usage only
- List rental agreement must be signed by mailer
- First time rental must be prepaid
- Brokerage commission rates are offered on a reciprocal basis where applicable
- Full terms and conditions available on request