



Annual Insert Volume: 132,000

Cost per '000: £150

Health & Mail Order

**REDUCED RATE AVAILABLE FOR
MEDIA & PRINT PACKAGE**

Background

This highly sought-after insert programme is 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.

These consumers also buy 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 insert programme 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.

Insert Schedule & Availability

- Approx. 11,000 available per month
(6,500 into HSI & 4,500 into Nutrition & Healing)

Call for approval and availability

Source

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

Profile

- 60% male, 40% female
- Predominantly aged 45+
- 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**

...Please turn over for further information

ASK US FOR A FREE PRINT QUOTE ON YOUR INSERTS

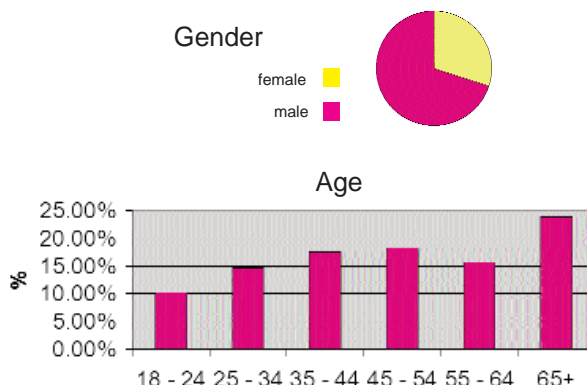
Data correct as of February 2010



Example



Illustrated Profile



Insert Rates (per '000)

Inserts **£150***
Commission to DMA Members **up to 10%**

* Rates based on weight less than 10 grams.
Inserts over 10 grams subject to additional charge.

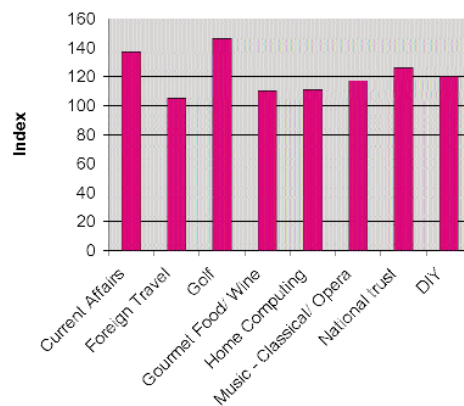
Restrictions

Sample insert submitted for approval
Minimum order 25,000
Maximum size 210 x 148mm (A5)
First time insert booking must be prepaid
Brokerage commission rates are offered on a reciprocal basis where applicable
Full terms and conditions available on request
Insert agreement must be signed by mailer

Useful Info

- List opportunity also available

Hobbies & Interests



Affluence Indicators

