

Listopedia Consortium Diet & Weight Loss

7,989,675	Total Universe/Base Rate	\$100/M
	Email	\$100/M
	Postal	\$80/M

The Diet & Weight Loss file is comprised of individuals who have indicated that they are interested in receiving information and products to help improve their appearance and overall health.

These individuals are seeking ways to lose weight, look and feel better. They realize the benefits of getting in shape and the importance of living a healthy lifestyle.

These consumers have requested to receive information about Dieting, Health, Nutrition and Weight Loss.

Recommended Usage: Gym memberships, vitamin supplements, nutritional products, exercise equipment, weight loss programs and more.

Special Instructions:

Minimum order is 10,000 records. Prepayment required for first time renters. Net terms available with approved credit. Turnaround time is 24-72 hours. Orders cancelled after email deployment or data processing require payment in full.

MAG List Code	TLC052
Minimum Order	10,000
List Type	Consumer
Opt-In	Confirmed Opt-In
Source	Internet/On-Line

SELECTS

Age	No Charge
Gender	No Charge
Geography	No Charge
Household Income	No Charge
Marital Status	No Charge
Monthly Hotline	No Charge
Presence of Children	No Charge

ADDRESSING

Additional Creative	\$250/F
CD Rom	No Charge
Electronic Fulfillment	No Charge
Email Testing	No Charge
Run Charge	\$10/M
Suppression <250K	\$300/F
Suppression >250K	\$500/F
Tracking	No Charge

Sample Mailing Piece Required

Manager

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