



**Total File Size: 185,000**

**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
New Health Revelations	4,000	17,000	4,000
Health Sciences Institute	6,000	16,000	4,000
Personal Finance Confidential	11,000	51,000	5,000
Real Health	2,000	500	
International Living		13,000	750
Julyo Clinic	1,000	250	
Book Buyers		25,000	

## 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 <b>(guaranteed within 24 hours)</b>	No charge

## Source

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

...Please turn over for further information

**Data correct as of October 2008**

For the latest counts, check out our website at: [www.listlab.com](http://www.listlab.com)

Or telephone **+44 (0)20 7484 8686** 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	£40
Disk	£40
Self-Adhesive Labels	£10 per '000
Key Coding	£4 per '000
Run-on Charge	£10 per '000
Delivery (UK)	£40
Delivery (Overseas)	£45
Delivery within 2 days (additional charge)	£50

## Useful Info

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

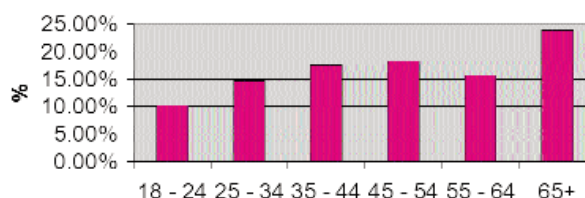
## Illustrated Profile

### Gender

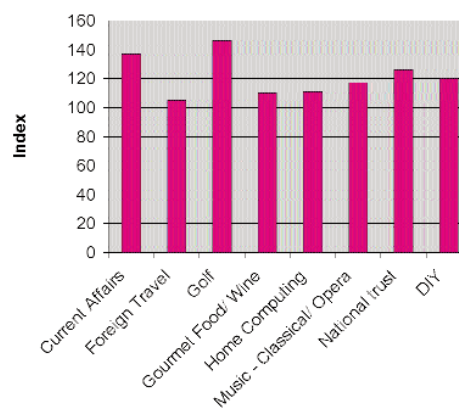
female ■  
male ■



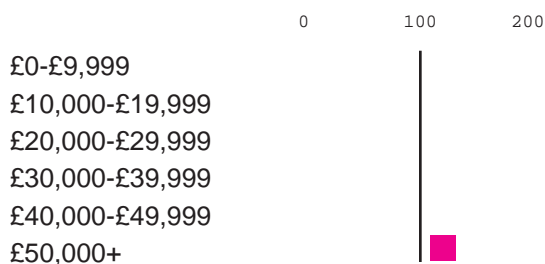
### Age



### 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



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