

# Alternative Health Remedy Masterfile



**Total File Size: 147,000**

**Cost per '000: £150**

**Health & Mail Order**

## Background

This unique database is made up of some of the most responsive health conscious consumers on the market in the UK today! Made up entirely of direct mail and off the page responders the DM responsive consumers are all specifically interested in health and particularly in alternative and naturopathic remedies. They tend to be slightly younger than the majority of health files on the marketplace due to their alternative stance on health, but they would nevertheless still be classified as 'Grey' consumers 35+ years.

Individuals on this file tend to be slightly more affluent than you're traditional Health based files and this can be assumed from the fact that over 40% of the Nutri Centre names spend over £5pp per annum on health remedies and supplements whilst the BIOlamps buyers spent in excess of £200 on their special healing products.

This database is a must for any serious health mailer and charity offers - individually the files have been selling effectively for a number of years but due to their small individual file sizes they have not been readily available to larger mailers. This Masterfile provides that unique opportunity to target health conscious and caring individuals who have a higher than average disposable income.

## File Breakdown

	Active/Buyers	Responders
Qlink Pendant Buyers	15,000	
BIOlamps	6,500	3,500
NutriCentre Alternative		
Health Supplements	112,000	
Lemon Bookbuyers	10,000	

## Profile

- 60% female 40% male
- Predominantly aged 40+
- Average income £30,000+
- Interests include alternative health remedies, outdoor activities and charity.

## 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

...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**



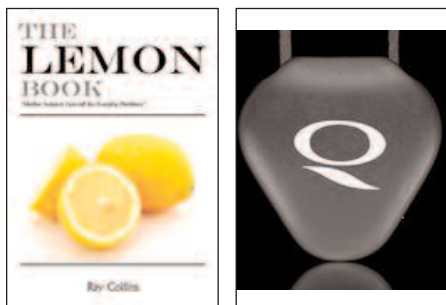
Golden Cross House  
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Fax: +44 (0)20 7484 8720  
Email: [lists@listlab.com](mailto:lists@listlab.com)  
Web: [www.listlab.com](http://www.listlab.com)



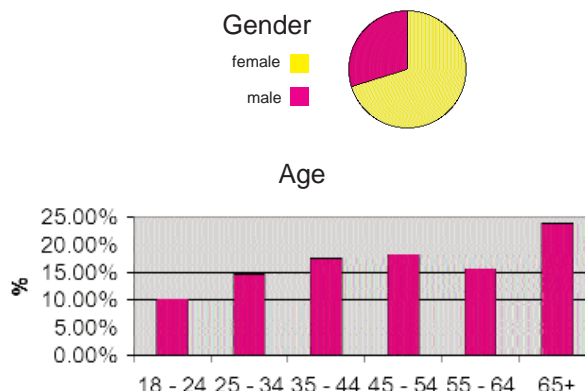
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## Example



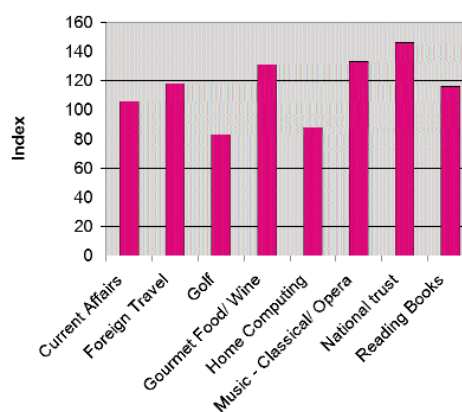
## Illustrated Profile



## List Rental Rates (per '000)

Postal Address	£150
Charity Discount on Base Rental	up to 20%
List Broker Commission to DMA Members	up to 20%

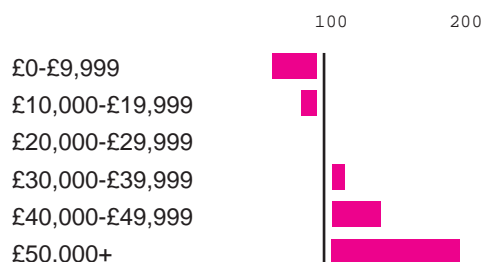
## Hobbies & Interests



## Production/Delivery Costs

Email	£40
Disk	£40
Key Coding	£4 per '000
Run-on Charge	£10 per '000
Delivery (UK)	£40
Delivery (Overseas)	£45
Delivery within 2 days (additional charge)	£50

## Affluence Indicators



## Useful Info

- This file is updated every 2 months
- This file has been seeded
- This file has been MPS cleaned

## 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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