

BYRUM FLEMING

Mailing List Brokerage and Management
www.byrumfleming.com

45200B

A HEALTHY LIFESTYLE DATABASE

A Healthy Lifestyle is being embraced by more and more Americans in an effort to live longer by eating better and exercising regularly. Medical Studies have shown that by eating fewer "bad" fats, processed foods, and increasing our activity, we can enjoy better health. This list is comprised of several different sources including direct mail response, magazine subscriptions and telemarketing surveys.

Total Database - 5,621,435

Available Selects \$8/M

Dieting/Weight Control Subscriptions	956,452
Dieting/Weight Control Other	840,890
Fitness Subscriptions	769,020
Fitness/Exercise Other	991,856
Health Subscriptions	632,945
Low Fat/Healthy Choice Cooking-Other	831,449
Natural/Unprocessed Foods	365,887
Self-Improvement	963,105
Vegetarian	765,330
Walking for a Low-Impact Workout	584,993

Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Income Select	\$8/M
Minimum Order	5000	Recency (3 Mos)	\$20/M	Age Select	\$8/M
Email	\$50/F	Recency (6 Mos)	\$15/M	Gender Select	\$8/M
FTP	\$50/F	Key Coding	\$5/M	Geographic Select	\$8/M

Brokers Welcome