

BYRUM FLEMING

Mailing List Brokerage and Management

85100S

www.byrumfleming.com

AMERICA'S HEALTH & NUTRITION, ALTERNATIVE HEALTH MASTERFILE

American's are being urged to change their lifestyles to incorporate healthy eating habits, exercise and reduce their stress levels. The individuals here have heeded this advice and are interested in learning about the many diets, exercise programs, cook books and vitamin supplements that will help them achieve their goals.

Total Database - 5,571,714

Available Selects \$5/M

Fitness/Exercise	784,632
Health/Nutrition	998,741
Vitamin	1,892,746
Health Foods	319,113
Vegetarian	168,427
Health Food Magazine Subscribers	168,189
Health Food Book Buyers	157,175
Vegetarian Magazine Subscribers	66,669
Vegetarian Book Buyers	53,678
Fitness/Exercise Magazine Subscribers	687,219
Fitness/Exercise Book Buyers	443,552

Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Gender Select	\$5/M
Minimum Order	5000	Recency Select (3 mos)	\$20/M	Geographic Select	\$5/M
Email	\$50	Recency Select (6 mos)	\$15/M	Age/Income Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Key Coding	\$5/M

Brokers Welcome