

FIT AS A FIDDLE-EMAIL RECORDS

The options available to the consumer today concerning health & fitness are as simple as walking to the more intense body sculpting exercises. The Fit As A Fiddle file consists of individuals who are committed to fitness. They read about, attend classes, buy clothes for and join clubs for their fitness style. Choose from the many selects available including high income and frequent credit card activity to further target your audience. These consumers are online responders to promotions, sweeps and discounts; registering their emails for additional offers. Matching postal and phones are available for combined marketing campaigns. They are all opt-in qualified. Reach out to these walkers, runners and fitness buffs with your product or service that will aid them in their pursuit of fitness and well being. Sourced 100% Internet.

Total Database - 2,117,478

Available Selects - \$10/M

Aerobic Exercise	227,343
Dieting & Weight Loss	953,691
Runners	245,845
Walkers	690,599

Terms and Pricing

Email Campaign	\$180/M	Age/Gender/Geo Select	\$10/M	Personalization	\$40/M
Minimum Order	10,000	Income Select	\$10/M	Keycoding	\$5/M
Minimum Price	\$1,600	A/B Split	\$750 Flat	Please Inquire For Combined	
Transmission/Blast	\$20/M	Suppression	\$500 Flat	Marketing Campaign Pricing	

Brokers Welcome