

# BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

64500A

## **MIND OVER MATTER RESPONDERS**

This list offers health conscious consumers who are interested in pursuing a healthier lifestyle. These responders have purchased information, books, health aids, services and other products by direct mail and should welcome offers relating to the topics listed. 100% at Home Address.

### **Total Database - 377,341**

Available Selects \$5/M

Aging & Chronic Illness Book Buyers	8,653
Anger Management Program	10,830
Ayurvedic Healing Remedies	15,987
Back Pain & Care	25,888
Beauty, Skin Care & Rejuvenation	14,821
Biomagnetic Healing Book Buyers	8,763
Cancer Prevention Book Buyers	9,760
Childbirth & Pregnancy Book Buyers	15,333
Controlling Addictions & Recovery	8,709
Diet & Weight Control	80,765
Exercise & Health Book Buyers	33,221
Headache Treatment & Prevention	10,735
Health & Wellness Book Buyers	9,547
Health Spas & Resorts Buyers	25,873
Herbs & Herbal Medicine	22,870
Holistic Health Book Buyers	45,612
Longevity & Healing Book Buyers	14,097
Menopause & Later Life	10,893
Smoking Cessation	4,984

### **Terms and Pricing**

List Rental	\$90/M	Recency Select (3 mos)	\$20/M	Gender Select	\$5/M
Minimum Order	3000	Recency Select (6 mos)	\$15/M	Geographic Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Age/Income Select	\$5/M
EMail	\$50	Telephones	\$35/M	Key Coding	\$5/M

*Brokers Welcome*

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