

# BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

33500A

## **WEIGHT CONTROL RESPONDERS**

The Weight Control Responders list is comprised of 69% females and 31% males, who have purchased programs and products for health, weight control, and beauty purposes. The Weight Control Responders list has men and women who are health conscious consumers who are interested in pursuing a healthier lifestyle through weight control and weight management. These responders have purchased information, books, health aids, services and other products by direct mail and will welcome offers relating to fitness and well being. 100% at Home Address.

### **Total Database - 103907**

Available Selects \$5/M

Weight Control & Diet Responders	54,333
Weight Control Clinics / Programs	3,121
Weight Control Spa Attendees	14,377
Weight Management CD / Exercise Buyers	32,116

### **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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