

# BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

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## WOMEN'S HEALTH PRODUCT BUYERS - CONSUMERS

Women have long been recognized as the most aware and persistent health products buyers. These women used catalogs to purchase health and beauty products, books and information, and seek special health services. 100% female at home address.

### Total Database - 108,079

Available Selects \$5/M

Addiction Recovery	7,098
Aging and Health	6,987
Aging and Beauty	8,943
Meditation & Mental Peace	21,873
Mental Health	4,765
Nutrition	4,653
Pregnancy & Childbirth, Breastfeeding	6,730
Skin & Beauty	11,653
Spa Services	7,634
Sports Injury Prevention	2,090
Weight Control	25,653

### 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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