

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

96000B

WOMEN'S HEALTH & SEXUALITY

The market for women's products has grown substantially due to our increased knowledge about what women want. Women want products that were created especially for them. Whether it's vitamins, self-improvement guides, or books on women's issues, they appreciate knowing the product or service was designed with them in mind. This file targets women ages 25-55, income \$35,000, homeowner, with presence of children. 100% at home address.

Last 12 Month Database - 2,461,200

Available Selects \$8/M

Diet Conscious	135,000
Fitness/Exercise	435,000
Healthy Living	420,000
Self-Improvement	95,000
Vitamins	8,200
Alternative Health/Natural Foods	85,000
Weight Loss Group Member	60,000
Cosmetics	22,500
Personal Care & Beauty Care Products	1,200,500

Please inquire for email campaign terms and pricing

Terms and Pricing

List Rental	\$85/M	Recency (3 mos)	\$20/M	Gender Select	\$8/M
Minimum Order	5000	Recency (6 mos)	\$15/M	Geographic Select	\$8/M
Telephone Numbers	\$35/M	Recency (12 mos)	\$10/M	Income Select	\$8/M
Email Shipping	\$50	Key Code	\$5/M	FTP shipping	\$50

Brokers Welcome

321 San Anselmo Ave, San Anselmo, CA 94960 • (415) 457-1700 • Fax (415) 459-5162

(800) 850-1711