

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

21900A

WEIGHT MANAGEMENT SERVICES, SPAS, & CUSTOMERS

Weight management is the number one public health and personal health issue in our nation. Nearly 80% of people over 35 are overweight, and many of those seek counseling and products to help change habits and health. In addition, many health care professionals and institutions have created products and services for this market. The Weight Management Services, Spas, & Customers should welcome offers such as health products, books, magazines, and other health related offers.

Total Database - 70,857

Available Selects \$5/M

Special Libraries & Collections	916
Nutritionists & Consultants	1,490
Public Health Nutrition Programs	751
Weight Control Spa Attendees	9,935
Weight Control Program Subscribers	39,765
Weight Control Supplement Customers	9,780
Fitness/Weight Control Consultants	3,776
Programs for Teens	4,445

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