

**Buyers of Health Supplements for Ailments by DSA - Health**



Buyers of Health Supplements have made purchase of products to help alleviate ailments such as arthritis, diabetes, joint mobility, diet/weight loss concerns, cardiac health and prostate/potency issues. The buyers are mostly age 50+ and are multi-buyers of health supplements and health products.

**SEGMENTS**

1,819,327	Total Universe / Universe Rate	\$75.00/M
791,523	1 Mos. MOB's Health Supplements	\$80.00/M
291,474	1 Mos. MOB w/ Arthritis	+ \$10.00/M
62,120	1 Mos. MOB w/ Diabetes	+ \$10.00/M
34,004	1 Mos. MOB w/ Joint Mobility	+ \$10.00/M
108,897	1 Mos. MOB w/ Prostate/Potency	+ \$10.00/M
104,353	1 Mos. MOB w/ Cardiac/Heart	+ \$10.00/M
1,105,148	3 Mos. MOB Health Supplement Byrs	\$80.00/M
345,672	3 Mos. Buyers & Ident. Donors	+ \$8.00/M
1,819,327	12 Mos MOB's Health Supplements	\$75.00/M
	Publishers / Fundraiser Rate	\$65.00/M

**ID NUMBERS**

Manager ID	
NextMark ID	292161
mIn ID	150492
SRDS ID	926627-000

**MEDIA TYPE**

Consumer	
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**SOURCE**

Multi Sourced, Direct mail sold, Buyers

**GEOGRAPHY**

USA

**OPT-IN**

**MAINTENANCE**

Market Entry	08/01/2010
New to Manager	08/03/2010
Counts Through	05/31/2018

**DATA CARD MAINTENANCE**

New To System	08/03/2010
"New to System" Announcement	08/04/2010
Last Update	06/19/2018
Next Update	07/09/2018
Update Frequency	MONTHLY

**DESCRIPTION**

**Buyers of Health Supplements** have made purchases of products to help alleviate ailments such as arthritis, diabetes, joint mobility, diet / weight loss concerns, cardiac health and prostate/potency issues. File is overlayed to provide additional selects such as identified magazine subscribers to health publications, book buyers, donors to health causes, age, income and more. This file is sourced from specific product purchases and overlayed with demographics, lifestyle attributes, online transactions and survey data to provide mailers with a robust customer select options. The buyers are mostly age 50+ and are multi-buyers of health supplements and health products.

**Selects:** Ailments: Arthritis, Diabetes, Diet/Weight Loss, Skin Care, Cardiac health, Joint Mobility, Prostate. Demographics, Number of purchases, Avg. Purchase Amount Spent, Lifestyle Interests, Donor Activity: Health Causes, Veteran, Political. Subscribers: Magazines: Health, Diet, Fitness, Ailment and Book Buyers.

**Modeling Available:**

100M Needed, 50M Minimum Rental  
\$25/M scoring Fee 4-6 weeks build

**Email:** 25,000 Minimum - \$25/M Email Select fee in addition to base rate.

All email addresses have been opted in for 3rd party offers.

HTML & Plain Text Required. Creative Required for Approval.

2 Tests included. Additional Testing at \$100/F

Client to supply: Seed List, Subject Line and Creative must contain clients full address information.

Prepayment required on all email orders.

**SELECTS**

Ailments	\$10.00/M
Age	\$8.00/M
Dollar Amount - AP	\$8.00/M
Demographic	\$8.00/M
Donors	\$8.00/M
Gender	\$8.00/M
Geo/Geographical	\$8.00/M
Lifestyle/ Interests	\$8.00/M

**AVERAGE INCOME**

Value	\$45,000.00
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**MINIMUM ORDER**

Minimum Quantity	10,000
Minimum Price	\$500.00

**COMMISSIONS**

Broker	20%
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Model Scoring Fee	<b>\$25.00/M</b>
# of Purchases: 2+, 3+	<b>\$8.00/M</b>
Product Categories	<b>\$8.00/M</b>
Subscribers	<b>\$8.00/M</b>
Ethnic/Ethnicity	<b>\$10.00/M</b>
Source: DMS, Online	<b>\$8.00/M</b>
# of Donor Contributions	<b>\$8.00/M</b>

**MANAGER**

**DSA Direct, LLC**

**UNIT OF SALE**

Average **\$50.00**

**GENDER**

Male **39%**  
 Female **61%**

Agency **15%**

**NET NAME ARRANGEMENTS**

**Net Name is allowed**

Floor **85%**  
 Minimum Quantity **50,000**  
 Run Charges **\$8.00/M**

**EXCHANGES**

**Exchange is not allowed**

**REUSE**

**Reuse is allowed**  
 Minimum Quantity **0**  
 Run Charge

**CANCELLATION**

Charges **\$100.00/F**

**CANCELLATION INSTRUCTIONS**

Orders canceled after mail date and/or merge will be at full rental rate. Orders received & processed will incur a \$100/F cancel fee, \$15/M run charges & shipping/material fees.

**KEY CODING**

**Key Coding is available**

Charges **No charge**

**ADDRESSING**

FTP **\$75.00/F**  
 EMAIL **\$75.00/F**  
 RUN CHARGE **\$8.00/M**

**SPECIAL INSTRUCTIONS**

Sample Mail Piece required for list owner approval. Prepayment for first time users. Prepayment required on all email orders.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact