

Buyers of Health Supplements for Ailments by DSA - Health



Mail Order Buyers of Health Supplements purchased 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

2,976,225	Total Universe / Universe Rate	\$75.00/M
659,000	1 Mos. MOB's Health Supplements	\$80.00/M
364,300	1 Mos. MOB w/ Arthritis	+ \$10.00/M
99,250	1 Mos. MOB w/ Diabetes	+ \$10.00/M
206,000	1 Mos. MOB w/ Joint Mobility	+ \$10.00/M
61,700	1 Mos. MOB w/ Prostate/Potency	+ \$10.00/M
108,100	1 Mos. MOB w/ Cardiac/Heart	+ \$10.00/M
120,000	1 Mos. MOB Supple. Byr @ Email Add	+ \$25.00/M
1,265,000	3 Mos. MOB Health Supplement Byrs	\$75.00/M
423,343	3 Mos. Buyers & Ident. Donors	+ \$8.00/M
2,976,225	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 

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	07/31/2017

DATA CARD MAINTENANCE

New To System	08/03/2010
"New to System" Announcement	08/04/2010
Last Update	08/17/2017
Next Update	09/07/2017
Update Frequency	MONTHLY

DESCRIPTION

Mail Order **Buyers of Health Supplements** purchased to help alleviate ailments such as arthritis, diabetes, joint mobility, diet / weight loss concerns, cardiac health and prostate/potency issues. File is overlaid 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 mail order purchases drilled down to SKU level for product purchase data and overlaid with online transactional 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. Demographic, 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 - 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.

PROFILE

Subscribers (8.00/M)

1 Mos. MOB's Supplements-

Arthritis	100,823	
Diabetes	73,126	
Joint Mobility	96,538	

Prostate/Potency	69,462	
Cardiac/Heart	41,269	

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
Model Scoring Fee	\$25.00/M
# of Purchases: 2+, 3+	\$8.00/M
Product Categories	\$8.00/M
Subscribers	\$8.00/M
Ethnic/Ethnicity	\$15.00/M
Source: DMS, Online	\$8.00/M

MANAGER
DSA Direct, LLC

UNIT OF SALE	
Average	\$50.00

GENDER	
Male	39%
Female	61%

AVERAGE INCOME	
Value	\$45,000.00

MINIMUM ORDER	
Minimum Quantity	10,000
Minimum Price	\$500.00

COMMISSIONS	
Broker	20%
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
★ Linda Santaite DSA Direct 431 E. Main Street Unit #3 Denville, NJ 07834	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact