

Buyers of Health Supplements for Ailments by DSA



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 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
206,240	1 Mos. MOB w/ Joint Mobility	+ \$10.00/M
61,725	1 Mos. MOB w/ Prostate/Potency	+ \$10.00/M
108,130	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	 
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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	06/30/2017

DATA CARD MAINTENANCE

New To System	08/03/2010
"New to System" Announcement	08/04/2010
Last Update	07/10/2017
Next Update	08/07/2017
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, book buyers, donors, 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 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.

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	\$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%**

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