

Buyers of Health Supplements for Ailments by DSA - Health




Buyers of Health Supplements have made purchases of health supplements and related health products to help alleviate ailments such as arthritis, diabetes, joint mobility, diet / weight loss concerns, cardiac health and prostate/potency issues. Mailers can select by source: direct mail, online, avg. amt spend, number of purchases and more.

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 05/31/2020

DATA CARD MAINTENANCE

New To System 08/03/2010
 "New to System" Announcement 08/04/2010
 Last Update 06/25/2020
 Next Update 07/08/2020
 Update Frequency MONTHLY

SEGMENTS

1,058,045	Total Universe / Universe Rate	\$75.00/M
373,244	1 Mos. MOB's Health Supplements	\$80.00/M
319,861	1 Mos. MOB w/ Arthritis	+ \$10.00/M
113,117	1 Mos. MOB w/ Diabetes	+ \$10.00/M
187,121	1 Mos. MOB w/ Joint Mobility	+ \$10.00/M
65,072	1 Mos. MOB w/ Prostate/Potency	+ \$10.00/M
122,265	1 Mos. MOB w/ Cardiac/Heart	+ \$10.00/M
451,394	3 Mos. MOB Health Supplement Byrs	\$80.00/M
269,672	3 Mos. Buyers & Ident. Donors	+ \$8.00/M
1,058,045	12 Mos MOB's Health Supplements	\$75.00/M
	Publishers / Fundraiser Rate	\$65.00/M
	Digital Campaign Inquire	\$40.00/M

DESCRIPTION

Buyers of Health Supplements have made purchases of health supplements and related health products to help alleviate ailments such as arthritis, diabetes, joint mobility, diet / weight loss concerns, cardiac health and prostate/potency issues. All buyers are multi-buyers, mostly age 50+ and is sourced from a large transactional database selectable by product purchased. Mailers can select by source: direct mail, online, avg. amt spend, number of purchases and more.

Buyers purchasing supplements tend to have repeat purchases, they seek health solutions that are easy to implement and are very interested in good health information Since file is part of a larger transactional database, we can select other purchases such as books, magazines, exercise equipment, health foods, Organic/Green Living products, athletic wear and mobility 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

Digital Campaign: \$40/M 25,000 Min. Cost is for data. Media Buy and Campaign Monetization Separate Fee and available.

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.

[Submit Clearance](#)

PROFILE

Ailments (10.00/M)

- Arthritis
- Diabetes
- Diet/Weight Loss
- Skin Care
- Cardiac health
- Joint Mobility
- Prostate

Donors (8.00/M)

- Health Causes
- Veteran
- Political

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	\$10.00/M
Source: DMS, Online	\$8.00/M
# of Donor Contributions	\$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
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★ = Primary contact

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