

BULLETIN MAGAZINE

20,245 ACTIVE SUBSCRIBERS \$90.00/M UNIT OF SALE:
\$15.00 AVERAGE

WINNING THE GOLD AWARD FROM THE COUNCIL FOR THE
ADVANCEMENT AND SUPPORT OF EDUCATION, THE MAGAZINE
REPORTS THE NEWEST TRENDS AND ADVANCES IN MEDICAL
AND HEALTH CARE AS THEY RELATE TO EDUCATING HEALTH
CARE PROFESSIONALS, PATIENT CARE SERVICES AND
BIOMEDICAL RESEARCH.

GENDER: 60% MALE
CAN SELECT

ADDRESSING:
SEE SELECTIONS

THESE SUBSCRIBERS, INCLUDING MEMBERS OF ALUMNI
ASSOCIATIONS, PHYSICIANS, LEGISLATORS AND OTHER
HEALTH PROFESSIONALS, ARE DEDICATED TO MEDICAL
EDUCATION AND RESEARCH. WITH AN AVERAGE AGE OF 50
AND AN ABOVE AVERAGE INCOME OF \$200,000, THEY SPEND
THEIR DISCRETIONARY INCOME ON BOTH BUSINESS AND
PERSONAL TRAVEL, UPSCALE ART AND OTHER ITEMS TO
DECORATE THEIR HOMES AND OFFICES.

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: MARCH 2010
NEXT: NOVEMBER 2010

MOST STAY ABREAST OF THE LATEST GOVERNMENT VIEWS
RELATED TO HEALTH ISSUES; DONATE TO THEIR FAVORITE
CHARITABLE HEALTH ORGANIZATION; AND PARTICIPATE IN
INVESTMENT STOCKS AND OTHER FINANCIAL PROGRAMS TO
ENHANCE THEIR INCOME AND RETIREMENT.

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR
RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE
ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE
SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: ACTIVE SUBSCRIBERS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
GENDER	\$6.00/M
P/S LABELS	\$10.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

AM ASSN UNIVRS. WOMEN MALLEN & FRIENDS
LIFE EXTENSIONS POSITIVE PROMOTION

CONTACT LIST MANAGER EMAIL: Dorothy@midwestdm.com

Midwest Direct Marketing, Inc.
501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320
Email: info@midwestdm.com