

**BULLETIN MAGAZINE**

19,763 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: NOVEMBER 11  
NEXT: MAY 12

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
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

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

CONTACT LIST MANAGER EMAIL: [Dorothy@midwestdm.com](mailto:Dorothy@midwestdm.com)