

YOUNG, HEALTHY AND FIT DONORBASE

680,716	12 MONTH HEALTHY DONORS		\$70.00/M	
	6 MONTH HOTLINE	ADD	\$10.00/M	
	3 MONTH HOTLINE	ADD	\$15.00/M	
	1 MONTH HOTLINE	ADD	\$20.00/M	GENDER: 40% MALE
	EMAIL ADDRESSES	INQUIRE		CAN SELECT

YOUNG, ACTIVE AND PHYSICALLY FIT, THESE CONFIRMED MAIL ORDER RESPONDERS HAVE ALSO DONATED MONEY TO HEALTH RELATED CAUSES.

ADDRESSING:
SEE SELECTIONS

WITH AN AVERAGE AGE OF 36, AND HEAD OF HOUSEHOLD INCOME IN THE \$50'S, THESE PHYSICALLY FIT DONORS ROUTINELY PURCHASE HEALTH SUPPLIES AND SUPPLEMENTS, FITNESS PRODUCTS AND APPAREL AND MANY ARE MEMBERS OF LOCAL HEALTH CLUBS AND ALL SUBSCRIBE TO HEALTH & FITNESS PUBLICATIONS.

KEYING: 2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THESE CONSUMERS PARTICIPATE IN MANY ACTIVITIES, INCLUDING:

THRU: JANUARY 12
NEXT: JULY 12

WALKING	SWIMMING	SNOW BOARDING
RUNNING	WEIGHT TRAINING	SNOW SKIING
JOGGING	AEROBICS	MOUNTAIN BIKING
BICYCLING	BOWLING	ROLLERBLADES
HEALTH FOODS	VITAMINS	WEIGHT LOSS
DIET PRODUCTS	SUPPLEMENTS	
CARDIOVASCULAR	WORKOUTS	

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.

END-USERS REQUIRING TELEPHONE NUMBERS MUST SIGN A "WAIVER OF LIABILITY AND INDEMNIFICATION AGREEMENT" AND MAY BE REQUIRED TO OBTAIN A SANS NUMBER FROM THE FTC WEB SITE: www.telemarketing.donotcall.gov

SOURCE: PROPRIETARY DATABASE
MAIL ORDER RESPONDERS

SELECTIONS: ZIP, SCF, STATE	\$6.00/M
GENDER	\$6.00/M
AGE	\$15.00/M
INCOME	\$15.00/M
CHILDREN BY AGE	\$15.00/M
CREDIT CARD	\$15.00/M
TELEPHONE NUMBERS	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com

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