

Healthy Decisions By CRN

MID: 886728-000

----- SRDS UPDATED/CONFIRMED -----

Jun 2, 2011

----- SELECTIONS WITH COUNTS -----

Counts Thru: Jun 2011

Minimum order 3,000.

Selections	Counts	Price per/M
Universe	9,181,968	\$70.00
Walking/exercising	3,103,695	+15.00
Play outdoor sports	4,987,960	+15.00
Weight loss/dieting	3,096,484	+15.00
Organic/whole foods	2,807,118	+15.00
Self help products	2,227,005	+15.00
Healthy cooking	396,365	+15.00
Vitamins/supplements	223,804	+15.00
Yoga/pilates	60,291	+15.00
Running/Jogging	1,385,354	+15.00
Biking	2,194,401	+15.00

----- OTHER SELECTIONS -----

Selections	Rate	Per	Unit	Note
Age	\$7.00	M	extra	
Age Of Children	\$15.00	M	extra	
Credit Card Holders	\$15.00	M	extra	
Donor (type Available)	\$15.00	M	extra	
Ethnicity	\$15.00	M	extra	
Gender	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Homeowner	\$15.00	M	extra	
30 Day Hotline	\$15.00	M	extra	
60 Day Hotline	\$15.00	M	extra	
Income Select	\$7.00	M	extra	
Lifestyle Select	\$15.00	M	extra	
Marital Status	\$10.00	M	extra	
Net Worth	\$25.00	M	extra	
Presence Of Children	\$10.00	M	extra	
Primary Interest	\$15.00	M	extra	
Spoken Language	\$15.00	M	extra	
Key Coding	\$3.00	M	extra	

----- PERSONNEL -----

List Owner

Datamatrix Lists
 3530 Route 27, 2nd Floor
 Kendall Park, NJ 08824
 Phone: 732-940-1500
 Fax: 732-940-1501
 E-mail: sales@datamatrixlists.com

Contact Title Phone Fax E-mail

List Manager	732-940-1500	732-940-1501	sales@datamatrixlists.com
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----- SUMMARY DESCRIPTION -----

Health conscious consumers.
 50% male, 50% female.

----- DATACARD DESCRIPTION -----

HEALTHY DECISIONS BY CONSUMER RESPONSE NETWORK OFFERS MARKETERS THE OPPORTUNITY TO CONNECT WITH HEALTH CONSCIOUS CONSUMERS FROM ONE OF THE MOST CURRENT LISTINGS ON THE MARKET. THESE INDIVIDUALS PROVIDED INFORMATION ABOUT THEIR EXERCISING AND EATING HABITS BY COMPLETING CUSTOMER SURVEYS OR PURCHASING VARIOUS HEALTH PRODUCTS THROUGH THE MAIL. THIS DATABASE IS COMPOSED OF ACTIVE AMERICANS WHO HAVE INDICATED THEIR INTEREST IN EXERCISE AND SPORTS SUCH AS BICYCLING, RUNNING, GOLF, ROLLERBLADING, SKATEBOARDING, SKIING, SNOWBOARDING, SOCCER, TENNIS, OR OTHER HEALTHY ALTERNATIVES SUCH AS WEIGHT LOSS, ORGANIC OR HEALTHY FOODS, SELF-IMPROVEMENT, VITAMINS AND HERBAL SUPPLEMENT, LOW-FAT COOKING AND CARING FOR THEIR BODIES. HEALTH CONSCIOUS CONSUMERS UNDERSTAND THE IMPORTANCE OF MAINTAINING A HEALTHY LIFESTYLE AND SPARE NO EXPENSE TO ATTAIN THEIR DESIRED RESULTS. TO NARROW YOUR SEARCH, EACH LIFESTYLE SELECT ON THIS LIST CAN BE SCREENED AS A FAVORITE, MEANING IT IS THE PRIMARY INTEREST FOR THE SELECTED INDIVIDUALS. THIS FILE IS A VITAL RESOURCE FOR ANY CAMPAIGN DEALING WITH WEIGHT LOSS, VITAMINS AND HERBAL SUPPLEMENTS, DIETING AND EXERCISE REGIMENS, HEALTHY COOKBOOKS, SPORTS OR HEALTH ORIENTED MAGAZINES, SELF-HELP PUBLICATIONS, GYM MEMBERSHIPS OR OTHER PRODUCTS AND SERVICES THAT CONTRIBUTE TO A HEALTHY WAY OF LIFE.

SRDS Classification

USA	Consumer	556	Health
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----- LIST SOURCE -----

Source	Note
Direct Response	Lifestyle Questionnaires

----- COMMISSION, CREDIT POLICY -----

15% commission to agencies. 10% commission to managers.
30% broker commission.

----- METHOD OF ADDRESSING -----

Available Media	Rate	Per Unit	Note
Pressure Sensitive Labels	\$15.00	M	extra
Diskette	\$50.00		fee
E-mail	\$50.00		fee
CD Rom	\$50.00		fee
FTP	\$50.00		fee

----- RESTRICTIONS -----

Telemarketing is allowed. Reuse is allowed. Exchange is not allowed. Net name is allowed.

----- UPDATE SCHEDULE -----

Updated monthly.