

Healthy Decisions By CRN

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.

50% male, 50% female.

SELECTIONS WITH COUNTS

Minimum order 3,000	UPDATED	Jul 27, 2010
Counts Thru: Jul 2010	DATE VERIFIED	Jul 27, 2010
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
Age	\$7.00	M
Age Of Children	\$15.00	M
Credit Card Holders	\$15.00	M
Donor (type Available)	\$15.00	M
Ethnicity	\$15.00	M
Gender	\$10.00	M
Geo Select	\$5.00	M
Homeowner	\$15.00	M
30 Day Hotline	\$15.00	M
60 Day Hotline	\$15.00	M
Income Select	\$7.00	M
Lifestyle Select	\$15.00	M
Marital Status	\$10.00	M
Net Worth	\$25.00	M
Presence Of Children	\$10.00	M
Primary Interest	\$15.00	M

Spoken Language	\$15.00	M
Key Coding	\$3.00	M

LIST SOURCE

Direct Response	Note
	Lifestyle Questionnaires

METHOD OF ADDRESSING

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

UPDATE SCHEDULE

Monthly

COMMISSION, CREDIT POLICY

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

RESTRICTIONS

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

LIST MANAGER/OWNER

Datamatrix Lists List Manager

List Manager	Key Contact Name
732-940-1500	Key Contact Phone
732-940-1501	Key Contact Fax
sales@datamatrixlists.com	Key Contact Email

MID	886728	000
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