

Living Strong - Medical Ailments

MID: 893021-000

----- SRDS UPDATED/CONFIRMED -----
 Jun 2, 2011

----- SELECTIONS WITH COUNTS -----
 Counts Thru: Jun 2011

Minimum order 250.00 or 3,000.

Selections	Counts	Price per/M
Universe	10,492,417	\$120.00
Allergies	1,404,361	+25.00
Arthritis	1,268,655	+25.00
Cholesterol	4,197,076	+25.00
Diabetes	2,098,946	+25.00
Disabled/handicap	352,041	+25.00
Orthopedic	1,848,176	+25.00
Senior needs	373,516	+25.00
Heart Disease / angina	424,944	+25.00
High blood pressure	1,485,298	+25.00
Alzheimers	34,643	+25.00
Asthma	1,024,230	+25.00
Emphysema	115,951	+25.00
Hearing difficulty	718,827	+25.00
Bladder control difficulty	322,230	+25.00
Arthritis / rheumatism	989,576	+25.00
Osteoporosis	237,320	+25.00
Migraines	1,091,931	+25.00
Frequent headaches	1,235,088	+25.00
Homeopathic	1,218,527	+25.00
6 month hotline	1,609,798	+5.00
3 month hotline	689,202	+10.00
1 month hotline	415,267	+15.00

Net name arrangement (minimum 25,000), 85%.

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

Selections	Rate	Per	Unit	Note
Age	\$7.00	M	extra	
Ailment Type	\$25.00	M	extra	
County	\$5.00	M	extra	
Ethnicity	\$20.00	M	extra	
Gender	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Homeowner	\$15.00	M	extra	
Income Select	\$7.00	M	extra	
Lifestyle Select	\$15.00	M	extra	
Presence Of Children	\$10.00	M	extra	
SCF	\$5.00	M	extra	
State	\$5.00	M	extra	
Zip	\$5.00	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

----- SUMMARY DESCRIPTION -----

Consumers who have stated a personal or household ailment.

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

THIS LIST PROVIDES MARKETERS WITH THE PERFECT WAY TO REACH CONSUMERS WHO HAVE STATED A PERSONAL OR HOUSEHOLD AILMENT. INDIVIDUALS LIVING WITH HEALTH PROBLEMS ARE EXTREMELY RECEPTIVE TO MAIL ORDER OR HOME DELIVERY CAMPAIGNS. THIS FILE IS SELECTABLE BY SPECIFIC AILMENT OR HEALTH-RELATED FOCUS, AS WELL AS AGE, INCOME, GENDER AND VARIOUS OTHER CRITERIA, ALLOWING MARKETERS TO EFFECTIVELY PINPOINT A PARTICULAR TARGET MARKET.

SRDS Classification

USA Consumer 527 Disabilities

----- LIST SOURCE -----

Source	Note
Compiled	Lifestyle Questionnaire

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

15% commission to agencies. 30% commission to brokers; 10% commission to managers.

----- 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	
Cartridge	\$50.00		fee	
CD ROM	\$50.00		fee	
FTP	\$50.00		fee	

----- RESTRICTIONS -----

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

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

Updated monthly.