

Healthy Decisions by CRN

Consumers who are actively interested in improving or maintaining their health and well being through eating right and exercising regularly. 30% BROKER COMMISSION!

SEGMENTS

9,181,968	TOTAL UNIVERSE / UNIVERSE RATE	\$70/M
3,103,695	Walking/Exercising	\$15/M
4,987,960	Play Outdoor Sports	\$15/M
3,096,484	Weight Loss/Dieting	\$15/M
2,807,118	Organic/Whole Foods	\$15/M
2,227,005	Self Help Products	\$15/M
396,365	Healthy Cooking	\$15/M
223,804	Vitamins/Supplements	\$15/M
60,291	Yoga/Pilates	\$15/M
1,385,354	Running/Jogging	\$15/M
2,194,401	Biking	\$15/M
0	1 Month Hotline	\$15/M
0	3 Month Hotline	\$10/M
0	6 Month Hotline	\$5/M

ID NUMBERS

MANAGER	
NEXTMARK ID	213913
MIN ID	130982
SRDS ID	886728-000

MEDIA TYPE

Consumer	 
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SOURCE

Lifestyle questionnaire. Compiled lists, Multi Sourced

GEOGRAPHY

United States

OPT-IN

MAINTENANCE

MARKET ENTRY	
NEW TO MANAGER	
COUNTS THROUGH	09/01/2014

DATA CARD MAINTENANCE











NEW TO SYSTEM	07/23/2007
LAST UPDATE	09/10/2014
NEXT UPDATE	12/31/2014
UPDATE FREQUENCY	Quarterly

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 supplements, 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 orientated magazines, self-help publications, gym memberships or other products and services that contribute to a healthy way of life.

PROFILE

LIFESTYLE SELECT (\$15/M)

Walking/Exercising	3,103,695	
Play Outdoor Sports	4,987,960	
Weight Loss/Dieting	3,096,484	
Organic/Whole Foods	2,807,118	
Self Help Products	2,227,005	
Healthy Cooking	396,365	
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Yoga/Pilates	60,291	
Running/Jogging	1,385,354	
Biking	2,194,401	

SELECTS

AGE	\$7/M
AGE OF CHILDREN	\$15/M
CREDIT CARD HOLDERS	\$15/M
DONOR (type available)	\$15/M
ETHNICITY	\$15/M
GENDER/SEX	\$10/M
GEO SELECT	\$5/M
HOME OWNER	\$15/M
INCOME SELECT	\$7/M
LIFESTYLE SELECT	\$15/M
MARITAL STATUS	\$10/M
NET WORTH	\$25/M
PRESENCE OF CHILDREN	\$10/M
PRIMARY INTEREST	\$15/M

AVERAGE INCOME

VALUE	0
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MINIMUM ORDER

MINIMUM QUANTITY	3,000
MINIMUM PRICE	\$250

COMMISSIONS

BROKER	30%
AGENCY	15%

NET NAME ARRANGEMENTS

NET NAME IS ALLOWED	
FLOOR	85
MINIMUM QUANTITY	25,000
RUN CHARGES	\$10/M

Datamatrix Lists Datacards

Joe Borelli

SPOKEN LANGUAGE \$15/M

MANAGER

Datamatrix Lists
http://www.datamatrixlists.com

GENDER

MALE 50%
FEMALE 50%

EXCHANGES

EXCHANGE IS NOT ALLOWED

REUSE

REUSE IS ALLOWED
MINIMUM QUANTITY 0
RUN CHARGE \$0/M

CANCELLATION

CHARGES

KEY CODING

KEY CODING IS AVAILABLE
CHARGES \$3/M

ADDRESSING

EMAIL \$50/F
FTP \$75/F

SPECIAL INSTRUCTIONS

CONTACTS

CONTACT	ROLE	EMAIL	PHONE	FAX
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