

# Health Alert Newsletter

**InfoMat, Inc.**

Integrity, honesty and great customer service

Update: July 2011

Health-conscious seniors looking for your products...



## Description:

These days, seniors are taking a more active roll in their own healthcare as they look to make the most out of every moment of life.

**Health Alert** is a monthly newsletter that provides seniors with breakthrough information on natural alternative methods for feeling better and living longer.

You'll find that typical subscribers to **Health Alert** are active seniors who have disposable income and are open to new ideas. Plus, the list offers a good mix of both men and women.

Known mail responsive, with 100% having subscribed to the publication via direct mail solicitation.

These active subscribers should respond well to a variety of health offers, but also to travel and leisure, fitness, retirement and investment magazines; various clothing catalogs and many more...

For more information, please contact:  
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## Partial 12 mo. Continuation Usage:

Adv. Bio-Nutritionals  
Biotech Research  
Bob Livingston Letter  
Kumato Labs  
Health Resources  
Healthy Directions  
Homecure  
Juvenon  
Lombardi Pub.  
Nature City  
Nutrition and Healing  
Second Opinion  
The Douglas Report  
Schweiz Health

American Botanicals  
Bio-Well Inc.  
Bel Marra  
Beacon Hill  
Health Sciences Inst.  
Healthy Resolve  
Independent Living  
Lawrence Crane  
Maximum Health  
Nutri-Health/Sedona Labs  
Rejuvenation Labs  
Sun Chlorella  
Sun Valley Nutraceuticals  
Women's Health Letter

## Total File

249,533 \$125/M

Minimum Order: 5,000

## Selections

Active Subscribers	62,049	\$145/M
2 <sup>nd</sup> Qtr '11 H/L	6,039	+15/M
1 <sup>st</sup> Qtr. '11 H/L	5,744	+15/M
4 <sup>th</sup> Qtr. 10 H/L	19,383	+15/M
3 <sup>rd</sup> Qtr '10 H/L	6,735	+15/M

2011 Expires	13,877	140/M
2010 Expires	62,498	125/M
2009 Expires	15,196	100/M
2008 Expires	22,163	100/M
2007 Expires	13,829	100/M

Zip:	\$8/M
SCF:	\$8/M
State:	\$8/M
Gender:	\$8/M

## List Profile

Source:	100% DM
Avg. Unit of Sale:	\$77-2years
Avg. Age	66
Gender:	53% Male 47% Female

## Additional Selections:

State	\$8/M
SCF	\$8/M
ZIP	\$8/M
Gender	\$8/M
Zip Set-up Fee	\$100/Flat

## Addressing

Email/FTP:	\$55 flat fee
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## Requirements

A signed List Rental Agreement is required for all orders. A current sample mailing piece is required for List owner approval. All orders are for a one-time use only.

## Commission/Fees

20% commission to brokers.  
Orders cancelled after mail date are due and payable in full. Orders cancelled after production are subject to run charges of \$10/M, plus any selection and shipping charge and a \$50 cancellation fee.  
Pre-payment required for all new customers. A 45-day payment guarantee from mail date required with all orders. Re-uses must be pre-cleared.

Updated: Quarterly

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