

SlimZone 21

Weight Loss and Nutrition Product Buyers

| | | |
|--------|--------------------|---------|
| 80,016 | 12 Month Buyers | \$90/M |
| 20,013 | Quarterly Hotline | \$100/M |
| 6,420 | March 2012 Hotline | \$100/M |

Target weight-conscious adults who have spent money on diet, weight loss and nutrition products via direct mail. These individuals are looking for the most effective ways to lose weight, and improve their health and appearance. Many are multi-buyers, and have bought several different products; the average unit of sale is \$61.00.

This audience is willing to spend money to achieve their weight loss and/or nutrition goals. These buyers have purchased fat-burning products, diet and appetite suppressants, protein supplements, vitamin supplements as well as diet/nutrition programs. These are serious dieters, and will try many different avenues, if necessary to reach their desired outcome.

This group of self-conscious individuals realizes the importance of getting in shape and living a healthy lifestyle, and has responded to direct mail offers that will help them reach this goal. These dieters can also be considered self-indulgent, and like to pamper and take care of themselves. Appearance and looking attractive are important to this audience. They would be excellent candidates for exercise products, self improvement, cosmetics and upscale apparel.

Survey and Telemarketing data reveal the following:

- 69% are multi-buyers
- 54% indicate they exercise or intend to exercise 3+ times/week
- 73% subscribe to one or more consumer publication
- 78% are between age 30 to 60
- 85% Female

Who Should Use This List:

This is an ideal target audience for offers such as: Diet and fitness, Self-Improvement, Health, Vitamins and Nutrition offers, Exercise and Aerobic books and videos, Exercise products and equipment, Credit Card offers, Apparel, Cosmetics, Consumer Health, Nutrition and Fitness publications.

List information contact:

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Updated: April 12, 2012

Names thru: March 2012

Selects:

| | |
|--------------------|--------|
| Age | \$5/M |
| Gender | \$5/M |
| Unit of Sale \$50+ | \$5/M |
| Credit card sold | \$5/M |
| Telephones | \$20/M |
| State/SCF/Zip | \$5/M |

Format:

| | |
|-----------------|--------|
| E-Mail | \$30/L |
| Mag Tape | \$30/L |
| Diskette | \$30/L |
| Cheshire Labels | n/c |
| P/S Labels | \$10/M |

Unit of Sale:

\$29.00 - \$149.00

Source:

Direct Mail

5,000 name minimum. Sample mailing piece required. Rentals are for one-time use only; re-use must be submitted prior to mailing. 20% broker commission.



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