



Health | Postal

B2B—Over 10,000,000 Records

Responders
10,000,000+

SELECTS

Select	Count
Common Ailments	
Allergies	5,930,000
Arthritis	5,385,000
Asthma	2,120,000
Astigmatism	385,000
Attention Deficit (ADD or ADHD)	170,000
Back Pain	3,095,000
Bedwetting	640,000
Canker Sores	605,000
Chrohn's Disease	50,000
Cold Sores	3,240,000
Dandruff Sufferers	3,345,000
Diabetes	1,760,000
Dry Eyes	790,000
Eczema or Psoriasis	390,000
Foot Corns	505,000
Frequent Headaches	2,385,000
Hair Loss	605,000
High Blood Pressure	3,900,000
High Cholesterol	3,960,000
Hormone Replacement Therapy	Call For Count
Irritable Bowel Syndrome	8,000
Incontinence	1,475,000
Menopause	490,000
Migraines	1,995,000
Milk/Dairy Digestive Problems	1,005,000
Nasal Congestion	4,700,000
Nighttime Sleeplessness	1,105,000
Osteoporosis	920,000
Sinus Pain	1,390,000
Snoring	5,010,000
Toenail Fungus	50,000
Ulcers	280,000

Select	Count
Diabetes Management	
Total of Diabetes Household	1,760,000
Treat through diet or exercise	555,000
Treat through oral medications	1,055,000
Treat through insulin injections	415,000
Treat through other methods	135,000
Use Diabetes Monitors	550,000
Diet Concerns	
Plan diet to lose weight	5,630,000
Plan diet to reduce fat or cholesterol	4,335,000
Plan diet to inc. vitamin supplement	2,950,000
Plan diet to inc. more natural foods	2,460,000
Plan diet/use natural/herbal remedies	975,000
Plan diet to include vegetarian food	990,000
Plan diet to include calcium	1,630,000
Plan diet to cut down on caffeine	690,000
High Cholesterol Management	
Total of Cholesterol Households	3,960,000
Treat through diet or exercise	1,805,000
Treat through oral medications	1,895,000
Treat through nutritional supplements	55,000
Treat through other methods	35,000
Arthritis Management	
Total of Arthritis Households	5,385,000
Osteoarthritis Households	3,800,000
Rheumatoid Arthritis Households	940,000
Treat through diet /dietary supplements	270,000
Treat through non-presc. Medications	2,040,000
Treat through presc. Medications	2,600,000
Treat through other methods	1,150,000



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Category & Brand* Users	
Adult Allergy/Sinus Remedies*	6,175,000
Adult Incontinence Product Users*	930,000
Adult Pain Reliever Users*	8,300,000
Adult Vitamins	2,070,000
Antacid Users*	4,410,000
Anti-Itch Remedies	2,800,000
Cholesterol Lowering Foods*	400,000
Contact Lens Wearer*	1,625,000
Cough & Cold Remedies	2,575,000
Dandruff Shampoo Users*	3,345,000
Denture Wearer or Adhesive Users*	1,600,000
Dietary Fiber Supplements/Laxative Users	2,050,000
Eye Drop Users	1,550,000
Hearing Aid Users	1,210,000
Meal Replacement Users*	515,000
Medical Ins. Coverage Households	2,275,000

**CALL FOR BRAND DETAILS*

Non-Prescription Medication

Additional brands available upon request

Advil	Call For Counts
Benadryl	Call For Counts
Excedrin	Call For Counts
NyQuil	Call For Counts
Pepcid	Call For Counts
Sudafed	Call For Counts
Tylenol	Call For Counts
Zantac	Call For Counts

Select	Count
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Prescription Medication

Additional brands available upon request

Advair	Call For Counts
Allegra	Call For Counts
Avara or Plaquinal	Call For Counts
Avandia	Call For Counts
Celebrex	Call For Counts
Clariton	Call For Counts
Diabetes Monitors - One Touch	Call For Counts
Diabetes Monitors - Accu-Check	Call For Counts
Evista	Call For Counts
Flovent	Call For Counts
Fosamax	Call For Counts
Imitrex	Call For Counts
Lipitor	Call For Counts
Pravachol	Call For Counts
Prilosec/Prevacid	Call For Counts
Singulair	Call For Counts
Vioxx	Call For Counts
Xenical	Call For Counts
Zomig	Call For Counts
Zocor	Call For Counts
Zyrtec	Call For Counts

PRICING & GENERAL INFORMATION

Common Ailments CPM: \$180

Premium/Brand Ailments CPM: \$230

*All other selects, please call for pricing.

Maintenance: Monthly

Minimum Order: 5,000 records

Full Payment is Required before Final Broadcast
(First 30 Business Days).