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## Health and Fitness



**TOTAL FILE: 10,685,257**

**BASE PRICE: \$80/CPM**

Health and Fitness consumers are concerned with the well being of themselves and their families. Americans are more health conscious today than ever and these consumers are attracted to practical approaches to good health and wellness, exercise, weight-loss, vitamins and nutrition.

**Sources:** GNC products, Slimfast \$1 off coupon and other health offers.

**Suggested Usage:** Home Exercise Equipment, Diet and Fitness, Self-Improvement Tapes, Book Clubs, Magazines, Health and Life Insurance, Healthy Cooking, Vitamins, Nutritional Supplements and Online Services.

**SELECTIONS:**

3 Month Hotline:	\$10/M
Geography:	\$5/M
Investment Type:	\$5/M
Income:	\$5/M
Net Worth:	\$5/M
Age:	\$5/M
Gender:	\$5/M
Martial Status:	\$5/M
Mail Order Buyer:	\$5/M
Magazine Subscriber:	\$5/M
Donor:	\$5/M
Ethnicity:	\$5/M
Religion:	\$5/M
Book Buyer:	\$5/M
Homeowner:	\$5/M
Presence of Children:	\$5/M
Age of Child Present:	\$5/M
Telephones:	\$25/M

**CANCELLATION POLICY:**

Orders Cancelled after original mail date require payment in full. Orders cancelled prior to original mail date are subject to \$50/List, \$10/M running charge, format charges and shipping costs.

**UPDATE CYCLE:**

NCOA and ECOA quarterly, new names added daily.