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### Healthy Choice Data Card



**TOTAL FILE: 11,685,257**

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

The "Healthy Choice data card" is comprised of individuals who have visited and purchased items from health food sites. People interested in organic/natural foods.

- \* 44% Male
- \* 56% Female
- \* \$45,000 Median Income
- \* 60% are between the Ages of 25 – 44.

#### ***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
Marital 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.