

BYRUM FLEMING

Mailing List Brokerage and Management

12700S

www.byrumfleming.com

BYRUM & FLEMING'S DIET & EXERCISE RESPONDERS

These targeted consumers have all responded to a health & fitness survey asking questions regarding diet programs. They have told us either they or someone in their home has purchased fitness/diet products and/or services. These Diet & Exercise Responders are actively seeking products, programs and services that will improve their lives. Reach out to these Diet & Exercise Responders with your weight watching, waist trimming, image influencing, life-style changing product or service that is just right for them. Whether marketing to Foodies, Gym Junkies, Outdoor Fitness Fanatics or Home-Based Body Builders, this list is a perfect place to start. These are highly responsive, body conscious consumers who invest in their personal well being and they are waiting to hear from you through your direct mail or email campaign.

Total Database - 1,460,000

Monthly Hotline - 35,000

Available Selects \$5/M

Weight Watchers	150,000
Gym Memberships	355,000
Low Carb Diet	255,000
Worked with Personal Trainers	100,000
On-line Drugs/Supplements	340,000
Video Buyers	150,000
Yoga Classes	100,000

Additional Selects - \$5/M

Age	Length of Residence
Ethnic	Marital Status
Credit card users	Presence of children
Homeowners	Household income

Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Gender Select	\$5/M
Minimum Order	5000	Recency Select (3 mos)	\$20/M	Geographic Select	\$5/M
Email	\$50	Recency Select (6 mos)	\$15/M	Age/Income Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Key Coding	\$5/M

Brokers Welcome