

Non-Traditional Healing

Total Universe	1,977,964	\$ 100/ M
Hotline: Mob's	24,223	\$ +5/ M
Internet	24,013	\$ +5/ M
Non Profit:		\$ 75/ M

Everybody has either heard or probably tried herbal medicine and/or acupuncture. Many have checked out aromatherapy and some of you may even be familiar with Bach flowers, crystal healing or cupping? There are 36% of Americans that have used some form of alternative therapy in the past 12 months. There are many categories that include yoga, meditation, special diets, and herbal treatments. They are all health-conscious individuals who actively seek alternative and natural remedies to cure and manage pain, improve their overall health and wellness.

These active responders are open-minded in their approach to healing. They have sought out alternative health treatments such as herbal remedies, acupuncture, chiropractic treatment, massage, aromatherapy and other natural approaches to managing their health issues. Herbal Supplements and vitamins are part of their everyday diet. They spend millions annually just to feel good, the average income is \$60,000, and they are married with kids and own homes.

This file is recommended for all types of credit offers, continuity programs, catalogs, periodicals and publishing, newsletters, natural diet offers, cookbooks, and the newest trends and products in holistic practices. Many segments available.

Ordering Instructions

- 5,000 name minimum order \$0 minimum payment
- Please inquire about net name
- Exchange is not available
- Broker commission 20% on base
- Agency commission 15% on base
- Reuse – Please inquire
- Please inquire about telemarketing
- Cancellation fee at \$10.00/M

Selects:

- Income Range \$ 6/M
- State, Zip, SCF \$ 6/M
- Renter/Homeowner \$ 6/M
- Gender \$ 6/M
- Product \$ 6/M
- Age Range \$ 6/M
- Childs Age Range \$ 6/M
- Magazine Subscribers, Recipe Fanatics \$ 6/M
- Nutritional Herbal Supplements, Food Specialties \$ 6/M
- Self Help/Motivational \$ 6/M
- Yoga Seminars, Online Health Product Buyers \$ 6/M
- Diabetic Product Buyers \$ 6/M

- Key Coding \$ 2.50/M
- A/B Split \$ 5/M
- CD Rom \$ 35/F
- Diskette \$ 35/F
- Email \$ 35/F
- P/S Labels \$ 10/M

Market: Consumer
Type: Postal Mail, Telephone, Email
Opt-In: Confirmed Opt-in
Geo: Domestic (US)
Gender: 40% Female
 57% Male
Income: \$60,000
Spending: \$79 Average Order

SOURCE: DIRECT MAIL, INTERNET
 NET NAME ARRANGEMENT IS AVAILABLE-
 CALL TO DISCUSS. NO EXCHANGES.

Please contact List Manager at sales@offersinthemail.com



38 E Ridgewood Ave #157, Ridgewood, NJ 07450
 1-877-MAILIST (624-5478) FAX: 1-877-732-8329

Mailers are responsible for scrubbing against all do not call registries. DMA do not mail lists and either List Manager or List Owner are not responsible for results or mailing content.