

IMS Fitness Fanatics

Monthly Hotline: 16,500 **12 Month Count:** 182,000
Mail - \$95/M Non Profit - \$75/M

IMS Fitness Fanatics are consumers who work out, watch what they eat, and count calories. They look for information on health and wellness, diets, vitamins, natural remedies, and workout plans just to name a few. Many on the file have subscribed and pay \$4.95 per month to have their diets and exercise routines tracked and reported to them weekly. These consumers are great targets for health & diet products and publications.

Average Age: 35

Average Income: \$46,500

52% Male

47% Female

• Our consumer data is continuously updated and processed against both the USPS National Change of Address (NCOA) and Delivery Sequence File (DSF), producing a database that is highly deliverable (93% or better in most cases). The information is also carrier route and ZIP+4 coded using the USPS certified Coding Accuracy Support System (CASS).

• Selections are available through our unique multifaceted data overlay approach which appends information to transactional data using credit, public record, survey and census data information.

For More Information, Contact:

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Selections

Monthly Hotline	\$10/M
Homeowner / Renter	\$10/M
Income	\$10/M
Age	\$10/M
Marital Status	\$6/M
MOB	\$10/M
Credit Card Holder	\$10/M
State, SCF, ZIP	\$6/M
Gender	\$6/M
LOR	\$10/M
Ethnicity	\$10/M
Presence of Children	\$10/M
Age of Children	\$15/M
Phones	\$55/M

Shipping

CD	\$25/F
FedEx	\$25/F
Email	\$50/F
FTP	\$50/F

Telemarketing

Inquire

Payment Due 30 Days After Mail Date

Minimum Order

5,000

Cancellation

\$10/M

All Orders Cancelled After Mail Date Must Be Paid In Full

Terms and Conditions:

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