

## Wealthy and Healthy Decision Makers

Minimum order 5,000

<u>Counts</u>	<u>Selections</u>	<u>Price/M</u>
43,947	Universe	\$125/m
13,184	Email Addresses	\$95/m

### NEW TO MARKET

**Description:** This file is profiled for both those that are interested in health and those whom have wealth. Live longer and do it while protecting the family assets. These folks are profiled as higher household income, net worth and discretionary spending. They act on offers that cover one or the other or both of these important matters. This file is a response file from outbound direct marketing that covers issues relative to the state of health and the state of the financial world, Often times connecting the two. These responders are passionate about making investment and change for themselves financially and physically.

**Recommended Use:** Financial, Health, Opportunity Seeker, Credit Card Offer.

### Lifestyle Selection: \$10/m

- SCF \$5/M
- Zip \$5/M
- State \$5/M
- Zip+4 \$5/M
- Gender \$5/M
- Key Coding \$5/M
- Phones \$5/M

**SOURCE:** Direct Response,  
Online Web Registration

**NAMES THROUGH:**  
May 2009

**UPDATED:** May 2009

**MALE** 61% **FEMALE** 39%

### **AVAILABLE ON:**

CD \$25/Flat  
E-MAIL \$50/Flat  
FTP \$50/Flat

### **DELIVERY:**

3 WORKING DAYS

**RUSH FEE AVAILABLE:**  
\$50/Flat

### **NET NAME POLICY:**

85% on orders of 50M or more  
with \$10/M running charge.

### **PAYMENT POLICY:**

New mailers or brokers must  
prepay. Net 30 days from mail  
date.

### **CANCELLATION POLICY:**

If cancellation is made before  
order is run, no charges are  
incurred. Orders cancelled  
before maildate will incur a \$50  
cancellation fee, \$10/M running  
charge plus shipping, selects and  
format fees. Orders cancelled  
after maildate and/or merge must  
be paid in full.

**All files maintained with  
NCOA, DSF, DMA No  
Pandered**

### **USAGE AVAILABLE:**

Upon request

**[www.LMSonline.com](http://www.LMSonline.com)**

5728 Major Blvd., Suite 650 Orlando, FL 32819  
(800) 257.5902 FAX (407) 352.6362

### **LMS CONTACT:**

Amy Keller

**[amy@lmsonline.com](mailto:amy@lmsonline.com)**