



- A] QUANTITY
- B] DESCRIPTION
- C] SELECTS
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FILE: # 2.0 CULTURAL CREATIVES - LOHAS CONSUMERS

COUNTS THROUGH: 07.15.2007

A] QUANTITY

Last 12 Months	4,712,639
Quarterly Hotline	1,004,245
Monthly Hotline	389,262
eMail with Deployment	3,387,168

B] DESCRIPTION *EMAIL * POSTAL*

The MediaHeights # 2.0 Cultural Creatives - LOHAS Consumers database represents survey responders from the PrimeHealthSolutions.com health website. These consumers have responded to non-incentivized surveys with information about their lifestyles and interests. Responders in the # 2.0 Cultural Creatives - LOHAS Consumers database indicate they are environmentally and self aware, and committed to making the World a better place by recycling, volunteering, eating healthy, and having a pro-active attitude toward their health. These are the consumers who care. If your company is 'Green,' eco-friendly, or provides natural solutions and products, this is your market.

2.0 Cultural Creatives - LOHAS Consumers have an average age of 45 and gender on this file is 62% female 38% male. Selections within the # 2.0 Cultural Creatives - LOHAS Consumers file include over 400 Data Points with buying habits and donor data selectable. Income segmentation on the file covers a wide range with spikes at \$92K, \$111K and an average HHI of \$72,000.

PrimeHealthSolutions.com offers visitors a wide variety of health related editorial content designed to inform consumers about common medical ailments and how they can improve their health and their daily lifestyle as they deal with specific health conditions.

SELECTIONS *Buyers & Lifestyles*

» Catalog Buyer	2,234,932
» Mail Order Buyer	1,494,479
» Online Buyer	3,712,226
» Men	1,830,200
» Women	3,037,334
» Organic Foods	1,741,479
» Gardening	1,467,137

SELECTIONS *Lifestyles & Demographics*

» Volunteering	1,324,200
» Reading	1,957,146
» Travel	919,847
» Self Improvement	2,435,980
» Environmental Issues	1,357,527
» Hispanic	389,741
» African American	492,613

FILE:

2.0 CULTURAL CREATIVES - LOHAS CONSUMERS

2.0 THE NEXT GENERATION IN CONSUMER DATA

C] SELECTS

DESCRIPTION	RATE
Base Rate	\$155/M
eMail With Deployment	\$180/M
Monthly Hotline	\$20/M
Quarterly Hotline	\$10/M
Credit Card Buyers	\$20/M
Internet/Retail Buyers	\$15/M
Mail Order Buyers	\$15/M
Apparel Buyers	\$15/M
Donors	\$20/M
Income	\$10/M
Presence of Children/Teens	\$10/M
Ethnicity/Religion/Education	\$15/M
Zip	\$10/M
SCF	\$7/M
Age/Gender	\$5/M
State	\$5/M
Key Coding	\$3.5/M

D] ADDRESSING

DESCRIPTION	BASE RATE
Key Coding	\$3.5/M
CD ROM	\$75/F
E-mail	\$75/F
FTP	\$75/F

E] ORDERING INSTRUCTIONS

DESCRIPTION	INFO
85% Net Name available on orders 50,000 or more	\$8/M <i>Run Charge</i>
Re-use pricing available	INQUIRE
10,000 Name Minimum	
TELEMARKETING IS NOT AVAIL	

E] CONTACT

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