



- A] QUANTITY
- B] DESCRIPTION
- C] SELECTS
- D] ADDRESSING
- E] ORDERING INSTRUCTIONS

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FILE: # 2.0 HEART DISEASE SUFFERERS - PRIME HEALTH SOLUTIONS

COUNTS THROUGH: 07.15.2007

A] QUANTITY

INFO	QUANTITY
Total Universe	1,384,465
Monthly Hotline	121,439
Quarterly Hotline	385,672
Email With Deployment	2,619,534

B] DESCRIPTION * EMAIL * POSTAL * RX * OTC *

The # **2.0 HEART DISEASE Sufferers - Prime Health Solutions** database offers a responsive, internet knowledgeable audience of consumers who are conscious about their health and the medical ailments they suffer from. They are constantly looking for information and resources that will enable them to better deal with their HEART DISEASE. These consumers are non-incentivized survey responders providing information on what Rx prescription and OTC over-the-counter treatments they use.

The audience of the # **2.0 HEART DISEASE Sufferers - Prime Health Solutions** database has an average age of 47 and gender on this file is primarily female. Over 400 selections including OTC and Rx products. Income segmentation on the file covers a wide range with average HHI of \$53,000.

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 *Demographics*

» Female	955,280
» Presence of Children	367,385
» Have a Credit Card	875,361
» Homeowners	784,439
» Over 65	154,870
» Hispanic	137,370
» African American	82,386

SELECTIONS *Interests*

» Crafts	546,393
» Obesity	451,485
» Donors	394,758
» Gambling & Sweepstakes	321,314
» Catalog Buyer	417,326
» Mail Order Buyer	754,601
» Online Buyer	621,462



FILE:

2.0 HEART DISEASE SUFFERERS - PRIME HEALTH SOLUTIONS

DATA SEGMENTS

2.0 THE NEXT GENERATION IN CONSUMER DATA

C] SELECTS

DESCRIPTION	RATE
Total Universe	\$155/M
Email with Deployment	\$180/M
Monthly Hotline	\$20/M
Quarterly Hotline	\$10/M
Rx/OTC	\$25/M
Education Level	\$15/M
Ethnicity	\$15/M
Age/Income/Gender	\$10/M
Home Owner	\$10/M
Lifestyle Interests	\$10/M
Mail Order Buyers	\$15/M
Donors	\$10/M
Presence of Children	\$10/M
Internet Buyer	\$15/M
SCF	\$7/M
State	\$5/M
Zip	\$10/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
10,000 Name Minimum	
85% Net Name available on orders 50,000 or more	\$8/M <i>Run Charge</i>
Re-use pricing available	INQUIRE
Telemarketing is not available	

E] CONTACT

EMAIL: HEALTHDATA@PRIMEHEALTHSOLUTIONS.COMDATACARDS: WWW.MEDIAHEIGHTS.COM/PHSTOLL FREE: **800-379-6147 x290**PHONE: **603-749-5511 x290**FAX: **603-749-4280**