



- A] QUANTITY
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## FILE: # 2.0 IMPAIRED VISION

COUNTS THROUGH: 6.15.2007

### A] QUANTITY

Last 12 Months	<b>3,519,965</b>
Quarterly Hotline	<b>888,800</b>
Monthly Hotline	<b>296,332</b>
eMail with Deployment	<b>2,493,804</b>

### B] DESCRIPTION *\*RECENTLY RELEASED\*NEW TO MARKET\**

The MediaHeights # 2.0 Impaired Vision file represents newsletter subscribers and survey responders from the PrimeHealthSolutions.com health website. These consumers have indicated they have impaired vision, vision problems or that they wear corrective lenses such as contacts or glasses. # 2.0 Impaired Vision subscribers have signed up online for the PrimeHealthSolutions.com monthly newsletter that delivers information to them about their specific ailment. These consumers with Impaired Vision are also non-incentivized survey responders providing information on what prescription or Rx drugs they use and what over-the-counter or OTC drugs they use.

# 2.0 Impaired Vision consumers have an average age of 46 and gender on this file is 53% female 47% male. Selections within the # 2.0 Impaired Vision file include over 400 Data Points and buying habits are selectable. Income segmentation on the file covers a wide range with average HHI of \$53,000.

**Attention Brokers and Agencies: You are paid commission on all selection**

#### SELECTIONS *Buyers & Lifestyles*

» Catalog Buyer	<b>955,217</b>
» Mail Order Buyer	<b>1,690,430</b>
» Online Buyer	<b>232,107</b>
» Men	<b>1,482,075</b>
» Women	<b>1,791,599</b>
» Contact Lens Wearers	<b>614,714</b>
» Wear Glasses	<b>871,471</b>

#### SELECTIONS *Lifestyles & Demographics*

» Fashion Conscious	<b>120,832</b>
» Reading	<b>314,513</b>
» Have Grandchildren	<b>55,395</b>
» Donors	<b>298,886</b>
» Photography	<b>110,980</b>
» Hispanic	<b>166,043</b>
» African American	<b>170,072</b>



FILE:

## # 2.0 IMPAIRED VISION

DATA SEGMENTS

# 2.0 THE NEXT GENERATION IN CONSUMER DATA

**C] SELECTS**

DESCRIPTION	RATE
Base Rate	\$155/M
eMail With Deployment	\$115/M
Monthly Hotline	\$20/M
Donors	\$20/M
Credit Card Buyers	\$20/M
Internet/Retail Buyers	\$15/M
Mail Order Buyers	\$15/M
Ethnicity/Religion/Education	\$15/M
Quarterly Hotline	\$10/M
Income	\$10/M
Presence of Children/Teens	\$10/M
Marital Status	\$10/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	
<b>TELEMARKETING IS NOT AVAIL</b>	

**E] CONTACT**EMAIL: [DATASALES@MEDIAHEIGHTS.COM](mailto:DATASALES@MEDIAHEIGHTS.COM)DATACARDS: [WWW.MEDIAHEIGHTS.COM/DDC](http://WWW.MEDIAHEIGHTS.COM/DDC)TOLL FREE: **800-379-6147** X290PHONE: **603-749-5511** X290FAX: **603-749-4280**