



- A) QUANTITY
- B) DESCRIPTION
- C) SELECTS
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FILE: # 2.0 MIGRAINE SUFFERERS - PRIME HEALTH SOLUTIONS

COUNTS THROUGH: 07.15.2007

A] QUANTITY

INFO	QUANTITY
Total Universe	1,498,023
Monthly Hotline	124,436
Quarterly Hotline	392,769
Email With Deployment	798,167

B] DESCRIPTION * UPDATED COUNTS * EMAIL * RX * OTC*

The # 2.0 MIGRAINE 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 migraine headaches. These consumers are non-incentivized survey responders providing information on what prescription Rx and over-the-counter OTC treatments they use.

The audience of the # 2.0 MIGRAINE Sufferers - Prime Health Solutions database has an average age of 31 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 \$56,000.

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	1,127,089
» Presence of Children	307,018
» Homeowner	758,659
» Occupation: Management	268,433
» Completed College	236,528
» African American	143,350
» Hispanic	76,628

SELECTIONS *Interests*

» Reading	110,914
» Travel	240,857
» Sports	206,593
» Overweight	84,731
» Gardening	142,352
» Donors	168,410
» Credit Card Present	769,134



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DATA SEGMENTS

2.0 THE NEXT GENERATION IN CONSUMER DATA

C] SELECTS

DESCRIPTION	RATE
Total Universe	\$155/M
Last 12 Months	\$155/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

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