



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

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## FILE: # 2.0 PRIME HEALTH SOLUTIONS CONSUMER DATABASE

COUNTS THROUGH: 07.15.2007

### A] QUANTITY

INFO	QUANTITY
Total Universe/12 Months	<b>22,852,351</b>
Monthly Hotline	<b>911,504</b>
Quarterly Hotline	<b>2,938,068</b>
Email With Deployment	<b>14,568,703</b>

### B] DESCRIPTION \* UPDATED COUNTS \* NEW AILMENTS \* EMAIL \* RX \* OTC \*

The **# 2.0 Prime Health Solutions Consumer 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 ailments. 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 Prime Health Solutions Consumer Database** has an average age of 45 and gender on the file is primarily female. Income segmentation on the file covers a wide range with average HHI of \$53,000. Over 400 selections available including Ailments, Email, OTC and Rx products. Over 46% have made a mail order purchase in the past 12 months.

*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 *Ailments*

» Diabetes	<b>2,186,844</b>
» Heartburn	<b>3,025,320</b>
» High Cholesterol	<b>2,109,264</b>
» Allergies	<b>3,735,462</b>
» Arthritis	<b>2,816,724</b>
» Heart Disease	<b>1,384,465</b>
» Impotency/ED	<b>282,146</b>

#### SELECTIONS *Ailments*

» Impaired Vision	<b>2,289,017</b>
» Chronic Pain	<b>2,129,365</b>
» High Blood Pressure	<b>2,395,430</b>
» Insomnia	<b>844,864</b>
» Hair Loss	<b>116,181</b>
» Migraine	<b>1,503,614</b>
» Asthma	<b>2,034,547</b>



FILE:

## # 2.0 PRIME HEALTH SOLUTIONS CONSUMER DATABASE

DATA SEGMENTS

# 2.0 THE NEXT GENERATION IN CONSUMER DATA

## C] SELECTS

DESCRIPTION	RATE
Total Universe	\$140/M
Monthly Hotline	\$20/M
Quarterly Hotline	\$10/M
Ailment Selection	\$15/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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